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GOVERNMENT OF THE PROVINCE OF ALBERTA

EIGHTH ANNUAL REPORT

1952

DEPARTMENT OF ECONOMIC AFFAIRS

HON. A. J. HOOKE
MINISTER

RALPH R. MOORE
DEPUTY MINISTER

FROM JANUARY

1974

THE JOURNAL OF THE

ROYAL SOCIETY

OF MEDICINE

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Appendix: Report of the Geographic Board of Alberta

Don't Drown Committee.

Edmonton, Alberta.

TO HIS HONOUR,
J. J. BOWLEN,
Lieutenant Governor of the Province of Alberta.

SIR:

I beg to submit herewith the Report of the Department of
Economic Affairs for the year ending December 31st, 1952.

I have the honour to be, Sir,

Your obedient servant,

A. J. HOOKE
Minister of Economic Affairs

February 1st, 1953.

January 26th, 1953.

TO THE
HONOURABLE A. J. HOOKE,
Minister of Economic Affairs
Edmonton, Alberta.

SIR:

I have the honour to submit herewith the eighth Annual Report of the Department of Economic Affairs for the period January 1st to December 31st, 1952, in accordance with Section Nine, The Department of Economic Affairs Act, Chapter 2, S. of A. 1945.

Continued expansion of every kind was the pattern in Alberta in 1952. Increases in the development of our natural resources, in the establishment of new businesses and industries, in commercial and housing construction, and in tourist travel and immigration have made the year outstanding.

The number of new industries established, and the capital expenditures involved, were not so great as in 1950 and 1951. However, the past year showed an increase in the number of smaller industries establishing in Alberta. A comparison of the industrial progress with that of previous years is not a true estimate of the situation, however, since a number of large companies began construction programs involving vast capital expenditures in 1951 which were carried on into 1952. A noticeable increase of contacts with industrialists during 1952 indicates that 1953 will be another year of progressive industrial expansion.

The building boom continued unabated during the year, with many cities and towns reporting record construction years. The City of Edmonton with its surrounding area, reports new construction during the year to a total of \$68,714,021, while Calgary reported \$52,796,622. Building permits in Lethbridge totalled \$4,741,855, and Medicine Hat \$2,373,080. (All statistics are from official totals supplied by the cities and municipalities concerned.)

Tourist traffic increased 14.17 per cent in 1952, breaking all previous records in number of visitors to Alberta on vacation and in number of automobiles entering the province. Preliminary statistics provided by the Provincial Statistician indicate that 371,752 cars registered at entry points, park and reserve gates during the year, as compared with 315,827 in 1951--an increase of 17.7 per cent. Visitors totalled 1,276,499 in 1952, and 1,112,517 in 1951.

Some of this encouraging increase undoubtedly is due to the distribution of tourist literature, posters, films and other publicity material by this department.

The Alberta Government Travel Bureau at Fort Macleod was of great value last year. The Bureau was under the supervision of Mrs. W. H. Thomson, appointed by the Pacific Northwest Travel Association. It was opened earlier than usual-- June 1st-- and not closed until September 23rd, although a full staff was not employed all the time. During this period 26,118 visitors registered (there were quite a number who did not register)-- 17,532 from the U. S. A.; 4,894 from Canadian provinces; 3,482 Alberta tourists and 210 from foreign countries. 506 reservations for accommodation were made over the teletype system installed at the bureau and 514 over the telephone after 5:00 p. m. or before 9:00 a. m., when the teletype was not operating, or to areas where no teletype service was available.

An addition, comprising a kitchen and bedroom-living room, was added to the bureau last year to provide accommodation for the senior staff. By quartering the senior staff on the premises, it will be possible to lengthen the period during which the bureau is available to serve the travelling public. Considerable landscaping was also done in the spring of 1952.

Six picnic tables were constructed and eight sites chosen throughout the province at suitable locations on main highways. With the exception of one, all locations have been approved by Department of Highway engineers. Industrial signs at Medicine Hat, Lethbridge, Okotoks, Exshaw, Red Deer and Nisku were all renovated during the year and dismantled in the late fall and stored until spring to prevent unnecessary deterioration.

Publicity has been carried on in 1952 at great length, not only with respect to our own department, but in assisting other departments of the Government. The Clipping Service has provided an increasing flow of newspaper clippings to the branches of the government, carrying out this work with a reduced staff. There are now three writers, one of whom is engaged most of the time in the production of "Within Our Borders". This publication now is distributed to 22,000 readers. Its popularity may be judged by the almost 100 per cent increase in circulation which took place during the year.

Exhibits were presented at the International Trade Fair; the Canadian Sportsmen's Show; and the Canadian Tourist Association convention; the Calgary Stampede; and the Edmonton Exhibition. Mr. Martland, Director of Industrial Development, and Mr. Jones of Film and Photographic Branch, attended the International Trade Fair. There was no representative at the Travel Show, but it is planned to send a representative to the 1953 show.

Emigration of new settlers from other countries, mostly the United Kingdom, to Alberta, proved satisfactory and applications received and screened by Alberta House in England and by the Immigration Branch here, have proved suitable, with barely a complaint. The number of applications totalled 1449. These applicants involved 566 single persons; 1728 married persons and 1198 children. This is an increase of almost 50 percent over 1951. A total of 11,500 persons is reported to have actually entered Alberta by Federal authorities but through all immigration agencies and from all countries. Mr. McMullen, Agent General, and Mr. Banfield, rendered excellent service in this immigration programme.

The Immigration Branch placed 907 British settlers in employment and accommodation, while 203 emergency cases were handled and employment, housing or welfare provided.

Cultural Activities were promoted to a greater extent in 1952. An additional board was added to encourage physical recreation, while a committee was appointed to develop handcrafts. Additional libraries were established making the total 152 compared to 140. The University Mixed Chorus toured the Peace River district under the auspices of the department, while "Maytime In Alberta"- a four day cultural festival- visited ten communities also in the Peace River area. Both proved highly popular. Considerable promotional work has been undertaken in handcrafts and will be continued to a greater degree in 1953.

Film and Photographic expansion has been considerable. 3,200 black and white photographs were taken in 1952 from which 9,470 enlargements were made. 397 enlargements were produced with mounts for various purposes, 320 were colour tinted and framed for display purposes.

Two motion pictures were released during the year, Three were commenced and will be available next year. "The Alberta Story" was commenced and finished in the record time of five months. Three fifteen minute television news stories were photographed for the eastern market, by request.

The Rental Control Board furthered administration of the Alberta Rental Control Act in 1952. Substantial numbers of both landlords and tenants continued daily to seek assistance and guidance from the Board offices in Edmonton and Calgary. During 1952, a total of 20,183 enquiries were dealt with; 331 properties were inspected; 520 disputes were arbitrated (335 of whom sought authority to raise rents); 817 Agreements for Change were filed; 51 Certificates for Recovery of Possession granted; and 175 rental adjustments authorized.

The rental problem resulting from an acute shortage of accommodation continued to be grave but is being dealt with impartially and with as little interference as possible into the rights of both landlords and tenants.

Alberta House continued with a very busy year rendering a service on all matters pertaining to the department, principally on immigration, industrial development and publicity, and other matters of provincial administration. Many English and foreign industrialists visited Alberta as a result of representations by Mr. McMullen and his office, some of whom eventually settled here.

Being President of the Pacific Northwest Travel Association in 1952, I attended the meeting of the Association in Great Falls in February, the meeting in Spokane in May and the Annual Meeting which was held at Banff, Alberta in September. I also attended the Annual Conference of The Canadian Tourist Association at Niagara Falls in October where I was elected President for 1953. I attended, too, the Dominion-Provincial Tourist Conference at Ottawa December 1-3. Alberta was represented at P.N.T.A. travel shows at Chicago and Detroit by W.H. Thomson; at Los Angeles by W. Fuller and at Des Moines by J. Ferguson.

The work of several committees continued in 1952, notably the Industrial Development Board which held two meetings, one at Drumheller and one at Brooks; the Handcraft Committee, which held six meetings; the "Don't Drown Committee" which held three meetings; and the Advertising Committee which held six meetings. There were two staff meetings.

Separate individual reports of each branch is appended, including reports of the Geographic Board and "Don't Drown Committee".

All of which is respectfully submitted.

Ralph R. Moore
DEPUTY MINISTER

DEPARTMENT OF ECONOMIC AFFAIRS

Legislative Building

Edmonton, Alberta.

Hon. A. J. Hooke
Minister.

Ralph R. Moore
Deputy Minister.

Alberta House.....Agent General, Mr. R. A. McMullen.
Alberta Travel Bureau.....Director, Mr. D. E. C. Campbell.
Cultural Activities.....Co-ordinator, Mr. B. MacKenzie.
Film & Photographic Branch.....Film Commissioner, Mr. K. Hutchinson
Industrial Development Branch....Director, Mr. R. Martland.
Immigration Branch.....Supervisor, Mr. J. Ferguson.
Publicity Bureau.....Director, Mr. E. S. J. Bryant.
Public Relations Office.....Officer, Mr. R. D. McLean.
Rental Control Board.....Chairman, Mr. S. B. Ferris.
Southern Area Office.....Supervisor, Mr. H. A. Webster.

ALBERTA HOUSE-LONDON, ENGLAND.

The permanent activities of Alberta House, in addition to those of a temporary and at times of an experimental nature, showing a favourable increase for the fifth consecutive year, are again listed under five main headings:-

1. IMMIGRATION
2. INDUSTRIAL DEVELOPMENT
3. PUBLICITY
4. CIVIL ENQUIRIES
5. REPRESENTATION,

While the United Kingdom immigration policies of the various Dominions, Provinces and States generally have undergone periodic modification or curtailment since the establishment of Alberta House in April, 1948, the Alberta Government's policy of strict selectivity has not been changed. This consistency has won general approval and much favourable comment.

Known Alberta emigrant departures, estimated to be about sixty-five per cent of the total number of United Kingdom immigrant influx into the province during the calendar year 1952, have more than doubled from 1,625 in 1951 to 3,529 in 1952.

NUMBER OF EMIGRANTS INTERVIEWED

1949	1950	1951	1952
<u>875</u>	<u>1762</u>	<u>2224</u>	<u>3459</u>

NUMBER OF APPLICATIONS RECEIVED

1949	1950	1951	1952
<u>540</u>	<u>545</u>	<u>1001</u>	<u>1449</u>

CLASSIFICATION OF APPLICANTS

Year	Agricultural	Clerical	Executive and Professional	Trades	Semi-Skilled or Unskilled
1949	76	75	76	212	101
1950	20	93	123	225	84
1951	45	112	161	527	156
1952	18	227	351	689	164

ESTIMATED AMOUNT OF TRANSFERABLE CAPITAL

1949	1950	1951	1952
<u>\$1,196,682</u>	<u>\$1,250,000</u>	<u>\$1,805,000</u>	<u>\$1,915,678</u>

MARITAL STATUS OF APPLICANTS- 1952.

SINGLE		MARRIED OR HEADS OF HOUSEHOLDS	WIVES	CHILDREN		TOTAL
M	F			M	F	
440	126	864	864	626	572	3,492

The number of emigrants in the executive and professional classes has more than doubled. Departures of artisans and skilled technicians in specific trades show a nominal increase. Few British agricultural labourers are interested in emigrating to Alberta or Western Canada. In all categories satisfactory settlement appears to have been effected.

Forty-three British doctors have been registered in 1952 to practise medicine in Alberta. The special recruitment of nurses for rural and municipal hospitals, Public Health nurses and hospital technicians is progressing satisfactorily.

At the request of the President, The Associated Hospitals of Alberta, Alberta House is in the process of recruiting nurses in the United Kingdom with S. R. N. and C. M. B. qualifications. A number of United Kingdom nurses are now successfully established in rural hospitals; others are in transit or awaiting appointment to specific hospitals. Applications for nurses from eight additional Alberta rural or municipal hospitals are receiving priority consideration.

Alberta House has been pleased to co-operate with the City Commissioners, City of Edmonton, in the recruitment of fully trained police candidates for the Edmonton City Police Force.

An increasing number of requests are being received from Alberta employers for technicians with special trade qualifications not at present available in Western Canada.

During the past year many immigration meetings, sponsored by shipping companies and travel agencies throughout the United Kingdom and Ireland, have been addressed by Alberta House representatives. Capacity attendance at these meetings would indicate growing interest in emigration to the Province of Alberta.

Alberta House continues to maintain the closest co-operation with the Department of Citizenship and Immigration, the Department of Labour for Canada, the Dominion Settlement Service, Canadian National and Canadian Pacific Colonization Departments and other ocean transportation and colonization organizations in the United Kingdom.

INDUSTRIAL DEVELOPMENT:-

The Agent General has accepted invitations to address meetings at the Mansion House, the Royal Empire Society, the Empire League, Chambers of Commerce, Annual Board Meetings, financial houses and industrial gatherings throughout the British Isles. The Agent General has been privileged to introduce Mr. S. M. Blair to the Members of the Royal Society of Arts when a most comprehensive technical paper was delivered on the Alberta Bituminous Sands. Sixteen thousand copies of this outstanding paper were subsequently distributed throughout the petroleum and petro-chemical world.

During the past twelve months industrial inquiries, particularly in the petroleum, petroleum equipment, natural gas and engineering fields have more than doubled. Consultations with United Kingdom financial institutions indicate growing confidence in the stability of the provincial economy.

An increasing number of British industrialists have been encouraged by Alberta House to visit the province. It is known that leaders in United Kingdom industrial and financial circles have been greatly impressed by the reception, the accuracy of the information supplied in the province to their technical representatives on the natural resources and industrial potential in Alberta.

On numerous occasions in the past year Alberta House has assisted visiting Albertans in establishing direct contact with manufacturers and supply houses in Great Britain and on the Continent of Europe.

PUBLICITY:-

It is estimated by the United Kingdom Press Clipping Service that their total coverage in the British Isles does not exceed 30 per cent of national and provincial newspapers and publications. Over two thousand United Kingdom press cuttings having been received at Alberta House during the year 1952, it will be readily appreciated that the agricultural, petroleum, industrial and economic developments in Alberta are assuming ever growing importance in the minds of the British public.

Whereas in 1951 Alberta film showings in Great Britain averaged three per month, Alberta films in 1952, have been viewed in England, Scotland, Ireland and Wales on an average of twice each week by audiences ranging from 200 to 1,000 persons. On two occasions, in Belfast and in Birmingham, audiences exceeded 1500 persons.

Increasing quantities of Alberta literature have been distributed at Industrial Trade Fairs, Agricultural Shows and through the facilities of leading travel and immigration agents in Great Britain and Northern Ireland. Illustrated articles, statistical data, photographs and feature items have been supplied by Alberta House to representatives of the British press; to Canadian and British banks; to industrial and financial institutions throughout Great Britain and Western Europe.

CIVIL INQUIRIES:-

A growing number of requests have been received at Alberta House for copies of Birth, Marriage or Death Certificates; for information on real estate, property and lands acquired in Alberta through inheritance by United Kingdom residents. Assistance has been rendered in locating missing persons on both sides of the Atlantic.

REPRESENTATION:-

The Agent General and Mrs. McMullen had the high honour of paying tribute, on behalf of the Government and the people of Alberta, to the memory of His Late Majesty King George VI at the Lying-in-State in Westminster Hall, and also to be present at the Royal Chapel of Saint George, Windsor Castle, on the occasion of the Royal funeral.

The Agent General has been invited to participate in conferences with senior officials of Her Majesty's Government and with representatives of the High Commissioner for Canada on problems relating to the forthcoming Coronation of Her Majesty Queen Elizabeth II and on matters relating to the province of Alberta.

The Agent General and Mrs. McMullen have attended receptions, luncheons and banquets given by the Corporation of London at the Mansion House and at the Guildhall on the occasion of the visits of the Commonwealth Prime Ministers to the Commonwealth Conference.

The Agent General and Mrs. McMullen have been privileged to represent the Government of Alberta at official functions given by Her Majesty's Government in the United Kingdom; the Corporation of the City of London; financial and industrial institutions in Great Britain.

The Agent General and Mrs. McMullen have been privileged to attend and to escort Alberta visitors in the United Kingdom at Presentation and Garden Parties at Buckingham Palace.

ALBERTA VISITORS:-

Assistance has been rendered to Alberta Visitors in obtaining passports, visas, in clearing personal belongings through Customs, and

in supplying information on purchase tax, food rationing registrations, currency exchange regulations, Customs and other regulations at present in force in Great Britain, and in securing for Alberta visitors emergency ocean transportaion from the United Kingdom to Canada.

ACKNOWLEDGEMENTS:-

The Agent General wishes to acknowledge the assistance and co-operation extended to Alberta House by all members of the Department of Economic Affairs, and by other departments of the government of Alberta.

The Agent General also wishes to acknowledge the continued close co-operation between Alberta House and the Office of the High Commissioner for Canada in the United Kingdom.

ALBERTA TRAVEL BUREAU

The 1952 season may be regarded as a year of consolidation in Alberta's travel industry. There was a substantial increase in the number of automobiles and visitors registered at points of entry, National Parks and Forest Reserves and a corresponding increase in the amount spent in Alberta by tourists, but the most encouraging feature, perhaps, was the improvement in standards rather than amount, of tourist accommodation.

Preliminary statistics provided by the Provincial Statistician indicate that 371,752 cars were registered at entry points, park and reserve gates in 1952 as compared with 315,827 in 1951, an increase of 17.7 per cent; visitors totalled 1,276,499 in 1952 as compared with 1,112,517 in 1951 for an increase of 14.7 per cent; and tourist expenditures totalled approximately * \$30,000,000.00 in 1952 as compared with \$27,100,153.00 in 1951, a gain of 10.7 per cent. These figures indicate that tourists spent slightly less per capita in 1952 than they spent in 1951.

Dominion Bureau of Statistics reveal that, while there was a decrease of nearly 20 per cent in airborne passengers to Alberta and probably a decrease in rail traffic from the west, there was probably an increase in rail traffic from the east while bus passengers showed an increase of more than 11 per cent.

ACCOMMODATION

Capacity of Alberta's tourist accommodation showed a healthy increase and there was a marked improvement in the standards of grading given to tourist camps. During 1952 there were 164 licensed tourist camps as compared with 161 during 1951-- an increase of three. While the number of tourist camps showed an increase of only three, the total number of cabins or units increase from 1,423 in 1951 to 1,563 in 1952. During the 1952 season, the number of Grade "D" cabins decreased from 526 in 1951 to 485 in 1952, but Grade "C" cabins increased from 156 in 1951 to 175 in 1952. Likewise Grade "B" cabins increased from 129 in 1951 to 139 in 1952 and Grade "A" cabins increased from 613 in 1951 to 764.

Several of the tourist camps included in the above compilation have facilities for house trailers. During 1952 we had two camps for trailers exclusively and application has been made for another so that in 1953 we will have at least three.

* It would appear that the final tabulation will be somewhat in excess of this figure.

Hotel accommodation, especially along the principal tourist routes, was improved, in many instances, to a much higher standard in 1952 and several new hotels were opened or prepared to open for the 1953 season, the principal ones being the MacDonald Hotel Tower in Edmonton and the new Jasper Park Lodge building.

CATERING

Sporadic improvements were made in Alberta's catering services during 1952 but the number of restaurants which prepare and serve meals which are of modern standards is extremely limited and such restaurants are found only in the cities. Several Alberta hotels qualified for AAA catering listings in 1952, but not one Alberta restaurant was listed in the AAA Tour Book for 1952 despite the fact that AAA inspectors spent considerable time in the province and reported upon many of the leading restaurants. Under the direction of the Canadian Restaurant Association which has conducted an intense campaign for improvement of catering facilities, considerable improvement has been made and it is expected that some Alberta restaurants will receive AAA recognition in 1953.

ROADSIDE SERVICES

Alberta's fuel oil retail outlets-- service stations and garages-- increased from 2,892 in 1951 to 2,953 in 1952; an increase of about 2 per cent. This reflects a steady growth based on sound business development due to an increased motoring public. Field supervisors of the Travel Bureau report that there has been an encouraging improvement in the cleanliness of washroom facilities especially in service stations along the principal tourist highways. Most of the operators now realize the fact that clean washrooms attract business and they sincerely try to keep their washrooms clean but they claim that the public must give more co-operation. They point out that, with their short-handed staffs and steadily increasing demands for tire checks, windshield wiping, radiator and battery checking and other "free" services, it is becoming impossible for them to assign staff members to check washrooms virtually after each party has left. They assert that the public, not their staffs, leave washrooms untidy. They are now asking that some effort be made to educate the public to washroom habits based upon a more kindly consideration for fellow tourists. These operators are unquestionably right and they have a strong point in their favor. We intend to include an appeal to tourists in our literature.

ADVERTISING

Limited advertising was used in San Francisco, Spokane and Des Moines newspapers and in a selected number of ski magazines. The areas were chosen because, after a careful survey, it appeared that they held the fertile possibilities for travel promotion. The ski magazines were used to sell Alberta's winter attractions to those most likely to be interested in them. The results obtained were highly satisfactory.

The Travel Bureau, as in previous years, participated in the Tourist Service Week activities of the Canadian Travel Association and used Alberta dailies and a selected number of weekly newspapers and radio stations to advertise the importance of courteous and efficient service to visitors and cleanliness of premises as primary factors in developing Alberta's tourist industry. These annual campaigns are having a beneficial effect upon the industry as a whole.

INQUIRIES BY MAIL

Mail inquiries for information about Alberta's tourist attractions,

and holiday attractions and facilities showed a decline in 1952 as compared with previous years which apparently reflects a need for an increased advertising and publicity effort. In 1952 the Travel Bureau received 11,069 inquiries by mail as compared with 13,791 in 1951.

DISTRIBUTION OF LITERATURE

Travel shows and information bureaus (operated by Chambers of Commerce, Motor Associations and Transportation companies) provided the major outlets for the distribution of Alberta's travel promotion literature in 1952. Other outlets included conventions, inquiries by mail and offices of Canadian consuls, vice-consuls, trade commissioners and agents-general. A total of 174,241 official road maps, 87,567 Holiday Guides, 51,340 windshield stickers, 134,611 folders and 2,967 "Fishing in Alberta" were distributed. In addition to our own literature, we distributed huge quantities of literature published by the Canadian Travel Bureau, the Canadian National and Canadian Pacific Railways, Bus and Air line companies, Chambers of Commerce, Motor Associations and resort operators.

NEW PUBLICATIONS

A new ski booklet entitled "Sunny Alberta Winter Wonderland" was prepared and produced during 1952 by the Publicity Branch for the Alberta Travel Bureau for distribution commencing in the winter and spring of 1953. The 1952 official road map and the Holiday Guide, which is a detailed rate and accommodation information booklet, have both been revised for 1953. A new windshield sticker for distribution in 1953 was also produced and is ready for distribution.

FOREIGN TRAVEL SERVICE

The Alberta Travel Bureau, while not engaged in making accommodations or travelling reservations for Alberta citizens travelling abroad, maintains complete information facilities for their benefit. The Bureau is equipped to provide route, rate and accommodation information pertaining to any part of the free world to Alberta citizens who are planning trips to other countries by air, automobile, rail, bus or steamship.

MOTION PICTURES

Two Alberta Travel Bureau motion pictures, 16 mm, in color with sound, produced and distributed by the Photographic Division, Department of Economic Affairs, have been widely circulated during the past year and two new pictures were put into production. It is expected that the new pictures will be available for distribution during the coming season.

MACLEOD INFORMATION BUREAU

The Tourist Information Bureau at the junction of No. 2 and No. 3 highways west of Macleod and operated by the Pacific Northwest Travel Association in co-operation with the Alberta Travel Bureau, was under new management during the 1952 season and there was a marked important improvement in the standard of services rendered. The Alberta Travel Bureau paid the salary and expenses of one member of the staff and W.H. Thomson, one of the Travel Bureau's field supervisors, spent considerable time and rendered very valuable service there.

A total of 26,118 persons registered there during 1952, an increase of 3,822 over the previous season. The service permitting visitors to make reservations by telephone and teletype in Calgary and Banff was expanded. A total of 506 reservations were made by teletype and 514 by long distance telephone.

Deposits amounting to more than \$3,000 were taken and forwarded each evening by money order to the operators of tourist camps and hotels.

It is a pleasure to report that tourists who have commented upon the operation of the bureau during 1952, all had the highest praise for the courtesy of the staff and the services rendered there.

While only a very small number of tourists who traversed the Macleod junction actually stopped at the bureau and while not all who did visit it actually registered, it was possible to compile from the registrations valuable information to indicate the states and provinces from which most of Alberta's visitors come. It is interesting to note that the largest number of Canadians who registered came from British Columbia and that Ontario was second. Registrations from the United States showed that the largest number came from California (2,963); Washington state was second (1,710) and Montana third (1,212) with Illinois, Oregon, Minnesota and Texas following in that order.

STAFF TOUR

During June, the Travel Bureau co-operated with the Alberta Branch of the P. N. T. A. to organize a tour of information bureau staff members through the Canadian Rockies in order that these personnel might obtain first-hand information about the roads, accommodations, catering facilities, etc., about which they are asked specific questions by the public. Calgary was chosen as the organizing point and the party of 11 composed of information bureau staff members from Macleod, Waterton, Calgary, Banff, Lake Louise, Field and Edmonton assembled there on June 6th. Under the auspices of the P. N. T. A., Alberta Branch, the party, travelling by bus, visited Banff, Lake Louise and Jasper spending a day or two in each place to familiarize themselves with the attractions, recreational facilities and accommodations of each place. They then returned to Edmonton and thence to Calgary. A representative of the Alberta Travel Bureau accompanied the tour.

TRAVEL SHOWS

In co-operation with the Pacific Northwest Travel Association, the Alberta Travel Bureau participated in travel shows at Chicago, Detroit, Des Moines and Los Angeles and sent a representative to each.

CONFERENCES

The Travel Bureau was represented at the annual meeting of the Pacific Northwest Tourist Association in Banff, September 10 - 12th by the president, Mr. Ralph R. Moore, Deputy Minister of Economic Affairs, the director and other staff members. The Bureau was represented at the federal-provincial conference on tourism in Ottawa on December 1st to 3rd by the Deputy Minister and also at the annual meeting of the Canadian Tourist Association at Niagara Falls, October 6th to 9th.

CULTURAL ACTIVITIES BRANCH

This report is based on the work of the Cultural Activities Branch and its associated boards which are set out hereunder:

ALBERTA LIBRARY BOARD

Miss Louise Riley (Chairman)
Miss Flora Macleod
Mrs. A. B. McGorman
Mr. R. C. Gregg

ALBERTA MUSIC BOARD

Prof. Richard S. Eaton
(Chairman)
Mr. H. G. Turner
Mr. A. J. Balfour
Mr. G. A. Nechkin

ALBERTA DRAMA BOARD

Mr. Douglas Homersham (Chairman)
Prof. R. H. G. Orchard
Mr. Gwilym Edwards
Miss Esther Nelson
Miss Betty Mitchell

ALBERTA VISUAL ARTS BOARD

Prof. H. G. Glyde (Chairman)
Mrs. P. J. A. Fleming
Mrs. W. W. Wilson
Mr. E. E. Poole
Mr. Stanford Perrott

ALBERTA RECREATION BOARD

Mr. Jack Reilly (Chairman)
Mrs. Rhona Duncan
Prof. M. L. Van Vliet

LIBRARY BOARD

The Alberta Library Board held two meetings during 1952. These meetings were called for the purpose of keeping the Board in touch with the progress that has been made in the Province in the rapidly developing library program and in dealing with routine work which must come before the Board concerning the normal activities of the Branch. However, the members of the Library Board were very active during 1952 in such matters as the development of regional libraries, and the promotional experiment, "Maytime in Alberta".

The regional libraries at Lacombe and Barrhead continued to function, and expanded their services to include new areas not reached in the first year. Reports from the residents of the two regions concerned indicate that the service being offered by these regions is being received with satisfaction. The hope is expressed that as the region comes into possession of more books the service will be much more widely used than is possible at the present time. Both librarians, Miss Janette Gibson and Miss Ruth Otterson, report that the book stock is being used to capacity and that many more books must be added to the collection to increase its value to the community.

During the year twelve new association libraries were authorized, bringing the total of libraries operating in the Province to 152. Of this number, 21 are Municipal libraries operating 8 branches. Of the Association Libraries operating under regional co-operation 16 are associated with the Lacombe region, and 14 with the Barrhead region.

The Library Boards also participated through the activities of the Chairman, Miss Louise Riley, in the spring tour through the Peace River area in May. Miss Riley lectured throughout the tour, and also conducted a story hour in the school in every community in which the festival appeared. With the tour was carried an exhibit of children's books which has since been circulating through libraries in the Province, as was also an exhibit of specialist books of art, music, drama and handcrafts kindly loaned to the Branch for the occasion by publishers in Canada.

In 1952 Alberta was the scene of the National Conference of the Canadian Library Association which met in convention at Banff using the facilities of the Banff School of Fine Arts. This conference was addressed by the Premier. Some mention should be made of the work of the Alberta Library Association which assumed the responsibility for the organization of the convention, which was regarded by the visitors to Alberta as one of the most successful conventions thus far to be held.

Many of the Alberta librarians representing smaller association libraries attended the conference and gained an insight into library work which is already being reflected in the increased interest in libraries being shown throughout the Province.

The maximum for association library grants remained at \$350.00, and municipal library grants at \$550.00. Grants were paid to 112 libraries and 8 branches for 1952 to a record total of \$28,552.06. The average grant per main and branch library this year was \$345.00 with the average grant for association libraries at \$210.00.

MUSIC BOARD

The Alberta Music Board held only one meeting during the year. However, members of the music board have been in close touch with the developing interest in music throughout the Province, and all members were called upon to contribute of their time and knowledge in the carrying on of the program, on occasions other than board meetings.

In 1952, the University Mixed Chorus, which has toured annually under the auspices of the Branch, toured in connection with the Peace River Maytime Festival. As a result of interest generated by the festival, the Branch was able to arrange a further tour this fall of the Alberta Trio, three young musicians from Calgary who followed the route established by the Maytime Festival.

Western Board pupils were again presented with ten \$100 bursaries by the Branch and communications from the Western Board indicate that this contribution is performing a useful function in making possible the continuation of musical training.

The annual grants to the Alberta Musical Festival Association of \$400 were again authorized.

DRAMA BOARD

The Drama Board held two meeting during the year and is attempting to establish a formula for the training of participants in this art.

Following the request of the Alberta Drama League to re-establish the one-act play as an important part of dramatic activity, the Drama Board has been attempting to establish a new interest in one-act play festivals.

Because of the shortage of instructors it was not possible in 1952 to offer a short drama course, but the Board considers that this is an important function of the Board, and every effort will be made to present some such training scheme in the coming year.

The Annual Regional Festival in connection with the Dominion Drama Festival, was held in Edmonton in 1952. The plays entered from Calgary, Lethbridge and Edmonton. No play, however, from Alberta attended the Dominion Festival which was held this year at Saint John, New Brunswick, although Mrs. Marjorie Buckley attended the festival as a representative of the Branch.

VISUAL ARTS BOARD

The Visual Arts Board held two meetings during the year, although all members of the board in their individual capacity have been closely in touch with the affairs in the branch and have contributed largely to the success of the year from the point of view of the stimulation of Visual Arts. So great has the demand for circuted art shows been, that only the southern part of the province could be serviced during the latter part of the year with two collections available. Arrangements have been made to have four shows circulating during years to come.

Once again, the Visual Arts Board held a spring and fall scholarship competition. The scholarships, amounting to \$100 each, are tenable at any art school in Alberta. Five of them are presented by the Alberta Government and five by private donors.

During the year the branch circulated to artists in Alberta a brochure containing reproductions of paintings used by the Treasury Branches in their advertising campaign. This campaign has been repeated by the Treasury Branches and has roused a great deal of interest and comment on behalf of both the Treasury Branches and the artists who contributed to the series.

The Visual Arts Board continues to maintain a vigorous interest in the developing handcraft program which will be the subject of a special section of this report, and have made some valuable suggestions in connection with this program.

PHYSICAL RECREATION BOARD

The Physical Recreation Board is the youngest board to be established under the terms of the Cultural Development Act, and is still the smallest, only three members having thus far being appointed. Two meetings were held during 1952 and these meetings were taken up generally, by discussions concerning the field of activity which the board considers its own. It is anticipated, however, that this board will have a valuable contribution to make in co-operation with the other boards in developing Alberta's cultural program.

The first project undertaken by the board was a consolidation of existing legislation, both Provincial and Dominion, which affect recreation. This consolidation has been completed and the resulting document is expected to be of great value to any person, group, or community interested in recreation in the province.

HANDCRAFT

During the year a handcraft committee was appointed, consisting of Mr. R. Martland, Chairman; Mr. Ralph R. Moore, Mr. George Clash, Mr. J. E. Oberholtzer, Mr. Blake MacKenzie, Secretary.

The committee held five meetings during the year and laid the ground work for a handcraft program.

At the suggestion of the Visual Arts Board, two experimental handcraft centres were established in the Peace River Area in order to take advantage of the publicity and organization which had been done in this area.

At Peace River, instruction was offered in weaving under Mrs. Jean Holt, a resident of the area, and textile printing and jewellery under Mrs. Margaret Tewnion, a recent arrival in Canada from Britain, who is a graduate of the Aberdeen School of Art. Some thirty persons were registered for the courses offered.

At Beaverlodge, the handcraft centre offered courses in ceramics, leathercraft and woodwork under the instruction of Mr. and Mrs. Martin Joyce of the Banff School of Fine Arts. Approximately 78 persons took an intensive six weeks course in these subjects, producing in that brief space of time, some 500 items of which an astonishingly high proportion was of commercial quality. Both Peace River and Beaverlodge executives have indicated their desire to continue as permanent craft centres and plans are now being made to allow these two centres to become permanent establishments.

The plan of operation is as follows: Upon the securing of suitable permanent accommodation, the Provincial Government has placed in each centre equipment, the value of which is to be retired over a period of time in the form of rent. The instructors opened the centre and offered a course to develop the skills of the pupils, and turn over the operation of the centre at the conclusion of the initial course to qualify unskilled pupils.

The Handcraft Committee is now preparing plans for the marketing of the products of such centres as now exist or which may be opened in the future.

GENERAL

In 1952, the program of the Branch became much more closely unified as a result of the policy of having the boards meet jointly, instead of independently. A promotional program established in 1951 achieved its objective early in 1952 by the concentration of activity in the Peace River Area.

Initiating a new promotional technique with "Maytime in Alberta", a four day cultural festival, devoted to music, art, drama, handcraft and libraries was toured through the area. Approximately 150 persons visited ten communities in the Peace River presenting 34 engagements with an estimated 15,000 residents of the area being affected either directly or indirectly by the tour.

At this point, mention should be made of the co-operation of the Royal Canadian Air Force Band under the direction of Flying Officer Corcoran, which appeared as part of the Maytime Festival with the kind permission of Air Commodore J.G. Kerr, CBE, CD, AOC Tactical Air Group, Edmonton. F/O Corcoran proved to be an unexpectedly successful feature of the festival in his own person, for in addition to leading one of the finest bands on the continent, he took the trouble to explain the value of music and the place of the band in such a way that he stimulated plans to organize several bands in the area.

The University Mixed Chorus and the Studio Theatre were both extremely well received in the area and did a great deal through the personality of the individuals comprising the bodies to convince some of the residents of the area, of the values of a cultural program in the community.

Following "Maytime" community programs have been developed in five areas where none had hitherto existed, while the local programs carried on in the other three were much stimulated.

Following the route established by the Maytime tour, two representatives of the National Gallery toured the Peace River. They were Miss Frances Loring, one of Canada's most distinguished sculptors, and Dr. A. Y. Jackson a member of the "Group of Seven", the painting school which established a distinctively Canadian approach to painting, toured the Peace River. The tour was sponsored by the Extension Department of the University and the Fine Arts Department of the University, jointly with the Cultural Activities Branch. Their visit occasioned a great deal of interest in the Peace River and did a great deal to stimulate an interest in Visual Arts.

Following this appearance, the tour of the "Alberta Trio", under the sponsorship of the Alberta Music Board, added to the developing program in the Peace River.

The Branch continued to act as a clearing house for information concerning cultural matters. Some 880 pieces of correspondence were received and 1,004 letters were written. The co-ordinator and members of the Alberta Library Board visited 36 libraries during the year. The co-ordinator attended 73 functions of various sorts and was in attendance at 49 meetings. Some 220 individuals were interviewed in the course of the year's work. The co-ordinator has travelled 9,830 miles in pursuance of the branches' work.

The quarterly newsletter, "Leisure" did not make an appearance in 1952, with the result that many inquiries and requests that this publication be resumed were received by the branch. It has been decided that in view of these requests that publication of this quarterly should be resumed.

FILM AND PHOTOGRAPHIC BRANCH

The Film and Photographic Branch of the Department of Economic Affairs has the following as its particular functions:

(a) The production of illustrative material, both still and motion picture, for the general information of Albertans, Canadians and interested people in other parts of the world, on such subjects as our land and its resources, our social and economic conditions and our way of life in general.

(b) The distribution and maintenance of : films and filmstrips of a general educational nature to schools within the province; films of a specialized nature on Alberta for the public, both at home and abroad.

To carry out these functions, the branch maintains the following staff on an annual basis:

Director	-	1
Stenographer	-	1
Photographers	-	5
Film Clerks	-	5
		<hr/>
Total		12

On the following pages will be found a comprehensive report of the various activities of the branch for the year.

BLACK & WHITE STILL PHOTOS:

Since black and white still photos are used in the major portion of printed illustrations, the work of the branch in this medium was maintained at a high level during all seasons. The importance of this service to the various departments of the government is becoming more widely recognized and consequently the photographers' assignments are increasing yearly.

It is estimated that 3,200 black and white photos were taken and processed in 1952. From these and the files previously established, a total of 9,472 reproductions were made in all sizes from eight by ten inches to 40 by 60 inches.

The value of free publicity that the province has obtained during the year will be readily recognized from the use of our photos in such publications as: All Alberta Newspapers, Canadian Home Journal, Western Miner, Western Business and Industry, Canadian Oil News, World Oil, World Trade, Spokane Spokesman Review, Time, New York Times, London Illustrated and London Times as well as the Paris and Swiss Press.

COLOR STILL PHOTOGRAPHS

Three hundred and ninety seven enlargements of 11 x 14 inches and larger were produced with suitable mounts added. Three hundred and twenty of these were hand tinted, mounted and framed for public display. The production work was all carried out by the government with the framing being done at minimum rates by the Department of Public Works. These photos were distributed to points of interest which would create the greatest amount of tourist value for Alberta. Many were placed in the offices of Government departments, particularly the two new buildings, the Aberhart Sanitorium and the New Administration Building. Others went to such widely separated points as New York, Ottawa, London's "Alberta House", Liverpools "Mansion House" and some to Belgium, France and even Turkey.

The tendency to use more natural color photos in the leading publications has again kept us active in this field. Eighteen hundred kodachromes in various sizes were made in 1952. Many of these are presently in the hands of Photographic Editors of such important publications as ' Holiday ' and the Globe Encyclopedia. These will be credited to the Alberta Government when reproduced and will illustrate articles on Alberta's holiday potentialities.

MOTION PICTURES:

During the past four years the Branch has completed seven sound motion pictures in color, totalling 136 minutes and having a value at commercial prices of over \$110,000.

The year 1952 has been one of our best in the motion picture production field. Two films with sound, totalling fifty minutes were made. These are Resources for Industry and The Alberta Story.

Photography on three other films of twenty minutes duration was completed. These are now in the process of being edited, titled and sounded. They are:

(a) Gift of the Glaciers...a film showing glacial water in its progress from the glacier to the lakes and rivers of the provinces forming as it goes, the sights for our tourist resorts or industrial installations.

(b) Skyline Riders... A specialized film appealing to the tourist who likes the primitive, a holiday away from the crowds, and camping in the shadow of our majestic mountains.

(c) Junior Club (4H) Film... Showing the advantages to be gained by farm youth of the province by the teaching and recreational activities of the junior agricultural clubs.

These films should be released for general use early in the new year. In the course of photography for this years productions, some 5,000 feet of stock footage has been obtained for our film library. This will be set aside for use in new productions at some future date.

In addition to the above, the branch was launched into the television field for the first time. By particular request we photographed three television newsreel stories in black and white for the eastern public. The subjects covered were: Alberta's new irrigation system and the settlement expected to result from it; the flight arrival of the Scandinavian Airlines plane at Edmonton and the recent air movement of U.S. Troops to a far northern exercise.

There appears to be little doubt that this will become a great means for transmitting publicity features in Canada in the near future. The above assignments have been accepted with a view to making our photographers conversant with television practices.

FILMSTRIPS:

Three filmstrips were completed during the past year. These were:

- (a) Home and School Meet. . approximately 60 frames in black and white for the use of Home and School organizations.
- (b) Housekeeping in Rural Schools; approximately 40 frames in color featuring the good and the bad in housekeeping cleanliness in our rural schools. This was made for the Department of Health.
- (c) Health of the People: approximately 70 frames in color on the various branches of the Department of Health and their services to the people.

FILM LIBRARY:

This section of the branch showed an increase in the amount of work handled for the fourth consecutive year. The number of requests for films could not all be met by the films available but closer bookings on the part of the Audio Visual Aids Branch made it possible to make the most of those in the library. The following is a comparable table for the last three years, giving an idea of the rate of increase in handling film shipments, receipts and maintenance.

	<u>1950</u>	<u>1951</u>	<u>1952</u>
Films	23310	28569	33327
Filmstrips	<u>8616</u>	<u>8473</u>	<u>9528</u>
Totals	31926	37042	42855

MISCELLANEOUS

The Branch again co-operated with the National Film Board in making up a series of film programs for use at all tourist resorts in the province, as well as at all Class A and B Fairs. The showings were handled by the Parks' staff, N. F. B. personnel, Community Film Services or by ourselves. A total of 225,000 spectators saw films from these sources at the resorts. This is the largest attendance reported by any Canadian province and would have been impossible without the Alberta Government films supplied.

The Branch also co-operated with the N. F. B. in the matter of showings for the Cities of Calgary and Edmonton, particularly during fair time, and completed arrangements for showing in Calgary at St. Georges and Bowness for the two summer months. Our efforts in this regard were much appreciated, while the showings in themselves aided our tourist publicity effort.

Prints of our films now in the possession, of outside agencies such as the Film Board offices here, in Ottawa, Chicago and New York and at Western Air Lines etc., all were used for special request showings on Alberta.

The same friendly spirit and energetic and honest endeavor of our staff continues to make light work of the many jobs confronting us from day to day. In addition, overtime activity, in the way of film showings, was accepted willingly by the staff. There were 82 such showings arranged and managed by our men during 1952.

Equipment, in the way of generators, screens and projectors, was loaned to the various departments of the government on 95 occasions.

INDUSTRIAL DEVELOPMENT BRANCH

INTRODUCTION

Capital expenditure for industrial expansion during the year 1952 did not reach the record figure established the previous year. Several plants reported last year, started construction in 1952. Capital expenditure for plants completed, under construction, extensions to existing businesses, and plants on which construction work will start next year, will exceed \$21,000,000. This figure does not include many of the small additions made to existing plants and warehouse facilities.

Major developments during the year include the new plant of Western Chemicals Limited at Duvernay. This plant is now under construction and will process our salt into caustic soda, chlorine, and muriatic acid. Another important operation now under construction is the new plant being built by Crane Ltd. in Calgary, to manufacture valves and fittings.

During the year industrial trends definitely showed the tendency to establish secondary industries. This, we believe is a very good sign, and will do much to increase the economy of this Province.

INDUSTRIAL PROMOTION

The Branch during the year continued to receive visitors from many parts of the world. Several Swedish, Swiss and West German industrialists visited the Province and were assisted in preparing surveys. An increasing number of representatives from the United Kingdom and Dutch industries also made visits. Unfortunately, due to the dollar control enforced by the Governments of Holland and Great Britain, financing has created difficulties with the industries wishing to establish branch plants here.

The United Kingdom Government has shown some easing of money controls in cases where British companies buy out existing plants. Two Alberta plants were purchased by British interests during 1952. The Borneo Company, an established well-financed British firm with large interests in Malaya, Borneo and Thailand, purchased the Acme Brick & Tile Company in Edmonton and are now renovating the plant, installing new modern machinery which will produce new types of brick in large quantities to meet the growing Western demand. Steel Bros., London, England, another well financed company, purchased the Loder Lime plant at Kananaskis. These two companies were encouraged to consider Alberta through the efforts of our Agent General in London, and this branch. Both companies have plans for expansion in other fields that will help to develop our natural resources.

The Director attended the Canadian International Trade Fair in Toronto last spring, and it was quite evident from the number of personal inquiries made by foreign representatives and questions asked, that Alberta holds a definite interest in world expansion. The number of contacts established and foreign representatives visiting our booth far exceeded the previous years.

The Director also made a trip to Eastern Canada in the late fall, visiting the Cities of Montreal, Toronto, Hamilton, Brantford, London, Windsor, Detroit, New York and Chicago, contacting financial houses and industrialists at these points. Several business firms have requested the Industrial Development Branch to prepare industrial surveys for their information, as these firms contemplate establishing Western operation.

Our Agent General, Alberta House, London, England, is performing an excellent service in the United Kingdom through personal contacts and the distribution of factual information on the Province. Visitors from Britain have expressed their appreciation of the services extended to them by this office.

MEETINGS

The Director attended meetings of the Advisory Committee to the Research Council, and has assisted in the forming of the Handicraft Committee to promote the development and sale of Alberta handicraft.

The Industrial Development Board held two meetings during 1952. The meetings were held at the City of Drumheller and the Town of Brooks. Although the local attendance was not as expected, due to farming conditions, the meetings were successful and the Boards of Trade and businessmen in the districts were very appreciative that the meetings were held. The Cities of Calgary and Lethbridge have appointed new industrial representatives to represent them on the Industrial Development Board.

SURVEYS

Economic surveys have now been prepared covering most of the areas in the Province. These publications are still in great demand by financial houses, business firms, schools and universities.

INDUSTRIAL EXPANSION

(a) New Industries.

During the year 19 new manufacturing industries were established. Several of these industries are now in operation. Others are under construction or have purchased sites and construction is expected to start shortly. Some of the products to be produced by these new plants will be caustic soda and chlorine, plywood, electrical transformers, petroleum products, and oxygen and acetylene. Capital cost involved is \$17,935,000. These industries will create new types of employment for Alberta people. (See Appendix 1)

Several other industries, some of which involve large investments, are conducting surveys. In some cases there are companies that have been working two years on their projects.

(b) Plant Expansion:-

Extension to existing plants, warehouses and miscellaneous businesses, amounted to \$3,540,000. This figure covers major expenditures only. (See Appendix 2)

OTHER ACTIVITIES

The Industrial Development Branch in the capacity of Advisory Committee to the Alberta Industrial Corporation, investigated four applications submitted for financial assistance. The applications were investigated thoroughly and a complete report submitted to the Alberta Industrial Corporation.

Members of the Branch have attended meetings held by the Boards of Trade and Chambers of Commerce at various points in the Province, giving talks on how the district can encourage and assist industries. In addition, foreign visitors have been taken on inspection tours and introduced to City and Town representatives in various communities.

NEW INDUSTRIES (APPENDIX 1)

<u>Company</u>	<u>Location</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
Barcam Ltd.	Edmonton Area	Gas Absorption	\$10,000,000.	Purchased 463 acre site
Crane Ltd.	Calgary	Valves & Fittings	1,000,000	Under construction
Dominion Oxygen Co. Ltd.	Edmonton Area	Oxygen & Acetylene	250,000 approx.	Purchased 10 acre site
Independent Oxygen Co. Ltd.	Lethbridge	Oxygen & Acetylene	200,000	Purchased plant site
Intorproducts Ltd.	Calgary	Heating Unit.	250,000	Completed
Leduc Southern Absorption Ltd.	Leduc Area	Gas Absorption	2,000,000	Purchased plant site
Literock Ltd..	Edmonton City	Concrete Aggregate	100,000	Under Construction
Martin Papers Ltd.	Edmonton City	Paper Products	500,000	Under Construction
Metal Fabricators & Roofing Ltd.	Edmonton City	Metal Products	20,000	Under Construction
Northern Plywoods Ltd.	Grande Prairie	Plywood	40,000	Under Construction
Pioneer Electric Ltd.	Red Deer	Transformers	40,000	Completed
Robertson-Irwin Co. Ltd.	Edmonton City	Metal Products	50,000	Plant site purchased
Superior Concrete Pipe Co. Ltd.	Edmonton City	Concrete Pipe	50,000	Under construction
Tartan Chemical Co. Ltd.	Edmonton Area	Chemical Products	100,000	Under Construction
Upright Bros.	Edmonton City	Heating Units	50,000	Under construction
Victoria Packers Ltd.	Edmonton City	Meat Products	80,000	Under construction
Western Vinegar Co. Ltd.	Edmonton City	Vinegar	125,000	Plant site purchased
Western Chemicals Ltd.	Duvernay	Chemicals	3,000,000	Under construction
Strammit Corp. (Alberta) Ltd.	Innisfail	Strawboard	80,000 approx.	Under construction
			<u>\$17,935,000</u>	

EXTENSIONS TO PLANTS & WAREHOUSES, BRANCH OFFICES & MISCELLANEOUS BUSINESSES

(Appendix 2)

<u>Company</u>	<u>Location.</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
Alberta Furniture Co. Ltd.	Edmonton City	Furniture	\$ 100,000.	Completed
Canadian Pacific Railway	Calgary	Diesel Servicing Plant	1,000,000.	Completed
Dainty Cake Co. Ltd.	Edmonton City	Bakery Products	130,000.	Under construction
Dunlop Tire & Rubber Co.	Edmonton City	Rubber Products	100,000.	Completed.
Edmonton Produce Co.	Edmonton City	Produce	130,000.	Completed
Hayward Lumber Co. Ltd.	Peace River Town	Building Supplies	10,000.	Completed
Imperial Bank of Canada	Edmonton City	Financial	1,000,000.	Under Construction
Imperial Oil Co. Ltd.	Edmonton City	Petroleum Products (2 warehouses)	80,000.	Under Construction
Motor Car Supply Co. Ltd.	Peace River Town	Motor Supplies	25,000.	Completed
McDonald Hotel	Peace River Town	Hotel	60,000.	Completed
Minneapolis Moline Co. Ltd.	Edmonton City	Implements	180,000.	Under Construction
Smith Davidson & Wright Co.	Edmonton City	Paper Products	75,000.	Completed
Standard Iron & Engineering Co. Ltd.	Edmonton City	Steel Fabricators	500,000.	Under Construction
West Canadian Collieries	Blairmore	Mining (fuel plant)	<u>150,000.</u>	Completed
			\$ 3,540,000.	

IMMIGRATION BRANCH

The Immigration Branch reports its most active and successful year since its formation in 1948. A substantial increase has been registered in the number of applications received by Alberta House in London, England, and referred to the Immigration Branch for appraisal. The number of actual placements of British immigrants in employment and accommodation exceeds those of 1949, 1950 and 1951 combined. In addition the Immigration Branch effected the establishment of a record number of immigrants who came to Alberta through agencies and auspices outside the Alberta Government.

This increase in activity in immigration has been due to several factors. The continued expansion of industry in the Province, the increase in production of primary and secondary products and a healthy labour condition contributed to Alberta's absorptive capacity for increased population by immigration. The wide publicity given Alberta's expanding economy was perhaps the main factor in stimulating an intense interest in all that this Province has to offer prospective immigrants.

Inquiries from prospective immigrants were received from 32 countries in all continents. During 1952 the Immigration Branch assisted in the establishment of immigrants from 28 different countries.

Problems were dealt with in connection with employment, housing, welfare, transportation, financial arrangements, negotiation of loans and the many problems which face immigrants in the initial stages of their establishment in the Province. In spite of the many difficulties which must be experienced by new arrivals, failures in establishment have been practically nil.

APPLICATIONS AND STATISTICS

The number of applications received by Alberta House in 1952 and referred to the Immigration Branch for screening came to 1449. These applications involved 566 single persons, 1728 married persons and 1,198 children for a total of 3,492. The total number of applications received in the years 1949, 1950 and 1951 were 540, 545, 1001 respectively. It is obvious, therefore, that interest in immigration to Alberta increased substantially in 1952 especially in the United Kingdom.

A break-down of the 1449 applications into occupational categories follows giving some idea of the wide diversity of persons who are interested in proceeding to Alberta:-

Occupations of Applicants

1952

Accountants.....	32
Aircraft Mechanics.....	83
Architects.....	6
Bacteriologists.....	1
Barbers.....	1
Blacksmiths.....	4
Bricklayers.....	21
Butchers.....	16

Cabinet Makers.....	5
Carpenters.....	65
Chemists.....	9
Clergymen.....	1
Clerical and Miscellaneous....	148
Commercial Artists.....	2
Cooks	10
Dental Mechanics.....	5
Dentists.....	1
Doctors.....	38
Domestics.....	10
Draughtsmen.....	18
Dressmakers.....	1
Electricians.....	32

ENGINEERS

Chemical.....	6
Civil.....	15
Constructional.....	7
Electical.....	7
Mechanical.....	12
Mining.....	5
Petroleum.....	10
Sanitary.....	2
Steam.....	2
Telephone.....	2

Farm Workers.....	18
Foundry Workers.....	6
Geologists.....	15
Glaziers.....	1
Hairdressers.....	3
Lab Technicians.....	2
Lawyers.....	9

Labourers.....	220
Librarians.....	2
Machinists.....	79
Mechanics.....	62
Miners.....	17
Nurses.....	67
Oil Technicians.....	51
Painters-Decorators.....	24
Palaeontologists.....	1
Photographers.....	1
Physio-Therapists.....	3
Plasterers.....	4
Plumbers.....	23
Police.....	140
Printers.....	9
Projectionists.....	1
Radiologists.....	1
Radio-Radar Mechanics.....	5
Sheet Metal Workers.....	12
Steel Workers.....	7
Stenographers.....	20
Stonemasons.....	1
Surveyors.....	7
Tailors.....	1
Teachers.....	37
Telephonists.....	2
Upholsterers.....	4
Welders.....	14
Welfare Workers.....	3

Funds available for transfer from the sterling area to this country to effect settlement of the 1952 applicants amounted to the equivalent of \$1,915,678.

The actual number of British immigrants to Alberta in 1952, of whom the Immigration Branch has record, totals 3,529. A break-down of this figure by months follows:

January.....	141	July.....	373
February.....	153	August.....	356
March.....	195	September.....	309
April.....	261	October.....	320
May.....	359	November.....	363
June.....	344	December.....	355

The exact number of British immigrants to settle in Alberta is impossible to ascertain, as many originally destined for other Provinces, Ontario in particular, have settled in this Province. Accurate figures on immigration to Alberta from all countries will not be available from the Dominion Bureau of Statistics for several months, but officials of Federal Department of Citizenship and Immigration have estimated the total in 1952, to be somewhere in the neighbourhood of 11,500.

Actual placement of British immigrants in employment and accommodation by the Head Office of the Immigration Branch totalled 907. Southern Alberta placements were arranged by the Southern Area Office in Calgary.

In addition the Immigration Board dealt with 203 emergency cases concerning employment, housing and welfare. In this category persons from 28 different countries were assisted in their successful establishment in this Province. The list of countries of origin from which immigrants came to Alberta and called upon the Immigration Branch for assistance follows:-

Austria	France	Norway
Australia	Germany	Pakistan
Belgium	Holland	Peru
Br. Guiana	Hungary	Poland
Canada	Ireland	Russia
China	Italy	Scotland
Czechoslovakia	Iran	S. Africa
Denmark	Mexico	Switzerland
England	N. Zealand	United States
	Wales	

Correspondence with and concerning prospective immigrants totalled 4702. This figure does not include the distribution of publicity and informative material, large quantities of which were mailed on request.

SPECIAL PROJECTS

During the year the Immigration Branch was requested, by the City of Edmonton, to obtain reinforcements for the City Police Force. The first contingent arrived early in the year from Glasgow, Scotland, and consisted of twelve police and one police-woman. Later in the year thirty-six police came to Edmonton direct from Northern Ireland particularly from Belfast and Londonderry. These reinforcements brought the Edmonton Police Force up to full strength.

Northwest Industries Limited, Edmonton, experienced a severe shortage of air frame mechanics and sheet metal workers which were necessary to fulfill urgent defence contracts. The assistance of the Immigration Branch was called upon and by the end of the year, one hundred of required tradesmen had arrived from the United Kingdom.

Several municipal hospitals in Alberta were so urgently in need of qualified nurses that officials of the Associated Hospital Boards of Alberta approached the Immigration Branch to request its assistance in obtaining the necessary help through its facilities here and at Alberta House in London, England. Seven nurses and a laboratory technician were flown by air from the United Kingdom to Calgary, where they were met by city officials from Drumheller. Further nurses will be sent to the Drumheller Municipal Hospital as soon as transportation arrangements have been finalized. Arrangements have been completed for three nurses to proceed to Empress Municipal Hospital. Similar requests have been received from eight other municipal hospitals in the Province.

To meet the shortage of doctors in rural areas of the Province, 43 medical practitioners have come to Alberta, of whom 35 were still in practice at the end of the year. This figure makes a total of 178 British doctors who have come to Alberta since the opening of Alberta House. Of these doctors 101 are still in the Province.

Private business and industry are looking more than ever to the Immigration Branch to obtain skilled help which cannot be obtained in Western Canada.

SELECTION and SCREENING

Due to Alberta's expanding absorptive capacity for immigrants some of the rigid selection and screening tests have been relaxed to meet new conditions of employment. A wider range of occupational groups were declared acceptable in 1952. A slight revision in the amount of funds transferable from sterling to dollar areas gave British immigrants to Canada more dollars with which to effect settlement. Previously the amount transferable was limited to £1000 in four annual instalments of £250. In 1952 a further £250 per dependent up to four in number was transferable. In a number of cases this additional amount assisted materially in the establishment of immigrants in permanent accommodation.

Accommodation in 1952 presented the Immigration Branch with its greatest problems. All screening tests retained in mind the difficulty of securing adequate accommodation. The fact remains, however, that lack of accommodation should not deter an immigration programme. The constant demand for new housing units is an insurance that employment in the construction trades will remain at a high level. Without an influx of new-comers to Alberta its building programme would be reduced considerably with resultant employment.

British immigration, with the exception of wives and dependents, was discouraged after October 1st due to the usual seasonal lay-offs which occur during the winter months.

During 1952 the steel shortage caused by the nationwide steel strike in the United States was the only deterrent to the immigration programme. Our screening tests were tightened in certain categories and remained in effect as long as the steel shortage continued to have an adverse effect on certain types of industries.

Close contact was maintained at all times with Alberta House concerning the supply and demand of occupational groups. Administration and policy of the Immigration Branch and Alberta House in carrying out Alberta's immigration programme are organized to provide the maximum efficiency in dealing with varying conditions. Mutual understanding and co-operation between the Immigration Branch and Alberta House has been exemplary in all details. Without this relationship with Alberta House, the success of the Immigration Branch in 1952 would not have been possible.

Close contact and co-operation have also been maintained with the Federal Department of Citizenship and Immigration, the Department of Labour, colonization departments of the railways, professional associations and with personnel managers of a large number of firms.

There is evidence of an increasing interest in immigration to Alberta generally. The realization that increased population to this Province is necessary to the fullest development of Alberta's resources is becoming more evident in all walks of life. Opposition to selective and controlled immigration to Alberta is becoming rapidly non-existent.

There is every indication that 1953 will see even a greater influx of selected immigrants to Alberta. Employment conditions are expected to remain buoyant and Alberta's industry and productive capacity will continue to expand. The combination of these factors ensures that Alberta's population will increase substantially in 1953.

PUBLICITY BUREAU

A complete service for all Government Departments, in all phases of advertising and promotion continues to be the main endeavor in the expanding activities of this office.

During 1952, the staff of this bureau assisted many departments of the Government in worthwhile projects designed to tell more adequately the services of these departments. Our writers prepared numerous news stories for daily and weekly newspapers and magazines throughout Canada and the United States. Special articles were prepared for use in "Within Our Borders". Displays told the story in pictures, and carefully designed advertising delivered the information to the people of the Province of Alberta, and to their neighbors, north, south, east and west throughout the world.

Our services were extended to many newspapers and magazines interested in the new economic and industrial development of our Province. Their special writers, who came to Alberta, were given every possible assistance in the gathering of material for their stories. Special attention was given to visiting dignitaries and travellers. Throughout the world Alberta is News, and the News is about Alberta.

Our promotional and publicity efforts are greatly assisted by the Film and Photographic Bureau, which has given valuable assistance in providing suitable pictures to illustrate the story.

There have been a few staff changes. Mrs. Francis Foy left to become secretary to Mr. Ralph R. Moore, the Deputy Minister. Mrs. Jean Watson succeeded her, and Mrs. Olga Tymchuk has taken over all bookkeeping activities. Miss Dale Smith joined the writing staff to assist in the preparation of articles for "Within Our Borders," and other publications.

Our display work has been well handled by Mr. A. McKim and Mr. R. Watt. Miss Davidson and Miss Tweedy have capably handled the mailing and machine room responsibilities, despite the very heavy increase in activities.

CLIPPING SERVICE

Our clipping service activities have increased with the inclusion of several newspapers which has given greater clipping coverage to Alberta activities within the Province, in Canada, the United States and throughout the world.

During 1952, the Clipping Service continued its work of building up reference files on subjects of interest to the various departments of the Government and the public.

At the end of the year, approximately 100 publications - daily, weekly and monthly - were being received and read for items of interest to Government personnel. These clippings were indexed and after circulation each week among the Ministers and officials of the various departments, returned to become reference files, available to the public. These files have been sources of data for articles, and during the Legislative Session, provided accurate information for members of the Legislative Assembly. Frequent requests for information by telephone were given immediate attention.

There are 680 main subject classifications covered and these contain a total of approximately 34,500 news items.

The demand for information on industrial development in the Province continued to increase during the year, and more requests for information on cultural activities and sports were noted.

Aside from the files retained in the office, similar information is gathered and distributed to the following: Alberta House, London, England; Provincial Mental Hospital, Ponoka; Alberta Safety Council; The Provincial Statistician; The Southern Area Supervisor; and the Special Counsel at Ottawa.

Largest single project of the year was the assembly of data on Alberta and British Columbia elections.

INFORMATION SERVICES

From the numerous newspapers and other publications received by the Department, reports and information dealing with the activities of the various departments of the Provincial Government, were gathered. This information is sent out to all provincial M. L. A. 's and M. P. 's as well as to all governmental officials to whom it is of official interest, including the Alberta Government Agent at Ottawa, and the Agent General, Alberta House, England.

Items of national or world interest of a financial or economic nature, are given special attention.

During the past year this office compiled the information for "The Alberta Story". This booklet contains in digest form a record of the services rendered by all departments of the government, for the

information of the public, in a manner that can be readily understood.

An increased number of letters have been received from the following countries: Argentine, Australia, Brazil, England, Germany, Ireland, Netherlands, New Zealand, Norway, Scotland, United States. These requested authentic information about the policies and administration of the Government of Alberta.

TECHNICAL PUBLICATIONS

We lost the services of Mr. A. C. Ballantine at the end of the year. His efforts now will be devoted to furthering cultural activities within the Province.

During 1952, Mr. Ballantine prepared many technical articles for leading business and industrial magazines and newspapers.

His work in 1953 will be taken over by the writing staff of the bureau, under Mr. Robert's direction.

INDUSTRIAL ADVERTISING

The most effective advertising scheduled during 1952, was on industrial opportunities. The Province, in co-operation with Alberta's seven cities participated in several special editions published by The Financial Post and The London Times. Using Alberta as an example, of new industrial opportunity, the seven cities were portrayed as the seven keys to open up industrial opportunity in the Province. This co-operative method of advertising is proving most effective in telling the story of Alberta's Industrial Development program.

Other magazines and papers carried the story of Alberta's industrial opportunities, and all publications were given careful consideration by the advertising committee which reviews all advertising of this nature.

Alberta's literature is mailed to over 2,000 businessmen and industrial leaders. They receive as well, the regular issues of "Within Our Borders", and "The Alberta Newsletter".

INDUSTRIAL SIGNS

To ensure the erection of signs as planned, an arrangement was made with the Department of Highways. They have agreed to do all erecting, road work and maintenance of the sign program. They are co-operating too, on the selection of suitable sites. This new arrangement should make considerable difference to our 1953 sign program. Only one sign was erected this year, at Edson, telling the story of the industrial growth of that area.

TOURIST PROMOTION AND ADVERTISING

The Publicity Bureau provided considerable assistance to the Travel Industry. Daily and weekly newspapers carried special Tourist Courtesy material, and all papers were very co-operative.

Radio programs featuring prominent Alberta citizens, interested in the Tourist Industry were carried by all Alberta Radio Stations. Radio stations co-operated very well, and assisted the campaign financially.

Travel advertisements were increased in 1952, to take in more of the Mid-west United States, as well as the usual space in the Pacific Northwest and California. Results were very good, and many inquiries were received from new areas.

We continued to support Alberta's winter sports, and ran quite an extensive promotional campaign again in the spring. Winter posters were mailed to over 900 ski clubs, ski resorts and universities in Canada and the United States.

A new illustrated ski booklet also has been mailed. Both the ski poster and booklet have received very favorable comments and should do much to stimulate the winter sports program.

We have been fortunate in placing several of our winter sports pictures in some of the leading American ski magazines and newspapers.

EXHIBITS & DISPLAYS

Our major effort in 1952 was the 5th Canadian International Trade Fair. A new display was created, in co-operation with Calgary Power Ltd., Canadian Utilities Ltd., , Northwestern Utilities Ltd., Canadian Western Natural Gas Co. Ltd., and the Western Coal Federation of Canada. This display was designed as a motion picture theatre and salon. The idea was most effective, and created considerable interest in Toronto.

A small display prepared for the Sportsman Show in March, was brought out west for the Calgary and Edmonton exhibitions. The display, was very well received at all showings.

Another small display, was prepared for the Canadian Tourist Association meeting at Niagara Falls.

Twelve special displays were prepared for the show case in the Legislative Building. The work and service of a number of Government departments were featured. These displays have two runs, for they are repeated in the display window of the Provincial Building.

Here is a list of our displays, and what was featured:

January ---	Alberta Government Telephones (CKUA)
February ---	Winter Sports
March ---	Highways (Road construction, bridges etc).
April ---	Forest Fire Prevention
May ---	Tourist Courtesy
June ---	Art Competition (Cultural Activities)
July ---	Public Works (Government Buildings)
August ---	Dept. of Education (School by mail)
September ---	Industrial Display
October ---	Master Farm Family
November ---	Oil in Alberta
December ---	Christmas Display.

DEPARTMENTAL ADVERTISING

A complete service for all departments of the Government, in all phases of advertising and promotion has been a feature of the expanding activities of the Publicity office.

Advertising material was prepared for the Department of Agriculture, the Department of Economic Affairs, the Department of Education, the Department of Health, the Department of Mines & Minerals, the Department of Lands & Forests and the Provincial Secretary's Department. The 1951/52 Provincial Treasury Branch advertising campaign was renewed for the 1952/53 program. This is a normal practice and accounts for a considerable saving in new engravings, artwork, etc.

All government calendars are produced by this office. 1,500 jumbo type (12 months to a page) were printed for distribution to government offices. 2,000 jumbos were printed for the Treasury Branches, as well as 2,000 miniature calendars.

A major effort in calendar work was the six-page picture calendar in full color. 10,000 were printed, 5,000 for the Government and 5,000 for the Treasury Branches. These latter calendars are mailed to those people who are on our Industrial and business mailing list.

The Department of Agriculture received excellent coverage on their 1952 Master Farm Family Award. The publicity office, interviewed and reported on all families, and prepared 150 sets of story releases totalling 6 pages to a set. These releases resulted in over 1,000 lines of free publicity and 60 pictures. Radio stations throughout the Province gave wonderful co-operation-arranged interviews and broadcasts with all families.

ALBERTA LITERATURE

During the year we received 5,138 individual requests for literature and distributed 10,295 individual mailing pieces. This is over and above the publicity material sent out to the regular Industrial, Tourist, and Within Our Borders mailing list. The following material has been distributed:

Alberta at a Glance	3,983
Fuel Abundant	1,812
The Oil Review	850
Industry in Alberta	750
The History of Alberta	600
Irrigation	1,000
The Alberta Story	600
Alberta Forests	450
Calgary Power Report	250
The Province of Alberta	50

The following publications were publicity material, designed, written or re-written, published and distributed by the Publicity Bureau.

Within Our Borders

Distribution of this bi-monthly publication increased from 16,000 to 22,000 during the year. It now appears that the steady increase in the number of persons receiving "Within Our Borders" is beginning to slow and no large increase in the circulation is expected in 1953.

This fall, an effort was made to check the effectiveness of the mailing list by mailing postcards to all the names on this list. These cards were to be returned with any changes in address, name, etc; those who did not return their cards were removed from the mailing list on November 1st. Approximately 3,000 addresses were removed from the list as a result of this check.

The articles appearing in this publication continue to be reprinted in Alberta weekly newspapers and magazines and other periodicals published outside this Province. Booklets were prepared of several "Within Our Borders" articles and given to the Departments concerned for publicity use. Mr. Peter Elliott, Executive Secretary to the Premier, is editor of "Within Our Borders".

The Department of Agriculture continued to receive the largest share of space in the columns of "Within Our Borders", followed by the Departments of Health, Education, Highways, and Lands and Forests. The approximate amount of space received by various Departments is as follows:

Agriculture	445 two-column inches
Health	289
Education	224
Highways	207
Lands and Forests	187
Economic Affairs	122
Industries and Labour	111
Attorney-General	54
Municipal Affairs	54
Public Welfare	45
Provincial Treasurer	43
Mines and Minerals	37
Public Works	22
Telephones	16
Provincial Secretary	11 1/2

The Province of Alberta

This is not a new booklet, but an up-to-date reprint, with new pictures of Dr. F. McNally's old Canadian Geographical Society's release, "Geographical Aspects of the Province of Alberta".

This booklet was completed in December and was made available for general release in January 1953. This booklet is of real value to Alberta classrooms.

Industrial News Letter

The Industrial Newsletter, a quarterly, was continued during the year by the Industrial Development Branch with the assistance of this branch. Circulation remained at the 3,000 mark. Publicity was given new industries and the industrial opportunities available in towns and cities of Alberta were stressed.

Alberta at a Glance

This little folder is brought up-to-date each year, and is our principal mailing piece. Extra copies are shipped to Ottawa, and Alberta House in London, each year.

The Alberta Story

This informative little booklet had wide distribution in 1952. Several thousand are still available and they serve a very useful purpose in reporting on Alberta's social and economic progress for the past seventeen years.

Industrial Map

Produced for the Industrial Development Branch, this map proved to be a very informative and useful mailing piece. 10,000 were printed and during the year over 9,000 were mailed to industrialists and business leaders, throughout the world.

Farming in Alberta

The Department of Agriculture issued the publicity office with 2000 copies of a reprint of this booklet. Several hundred were sent to Alberta House, where it received wide distribution, principally to Britons wishing to emigrate. It tells very concisely, the story of Agriculture and Farming as it applies to the five soil zones of the Province.

Summer Poster

In co-operation with the Travel Bureau, this office prepared and printed 3,000 summer vacation posters. It received wide distribution throughout Canada and the United States. It will be well featured at all Travel Shows next spring.

Winter Booklet

For the first time, we have available a booklet on Albertas' Winter Attractions. Designed principally to feature skiing facilities in the National Parks, which provide the finest ski areas on the North American continent, the booklet outlines facilities, accommodation and transportation available in these areas. An excellent article on "Snow", has been widely reviewed in many winter sports publications.

Winter Poster

To give added impetus to our winter attractions campaign, a new winter poster was designed and distributed to over 1,500 ski resorts, clubs, universities and shops in Canada and the United States. This colorful poster is the theme for our complete winter advertising program.

MISCELLANEOUS

Many additional mailing pieces were made available in mimeograph form. These provided valuable information on many subjects including:- Industrial and Economic Reports - 1951 Oil Review - Alberta Forestry - Irrigation - Alberta History - Alberta Oil Outlets - Chinook Winds - Peace River District and Alberta Pottery.

PUBLICITY

Agriculture, The Natural Resources, The Social, Industrial and Economic development of this province continue to receive best position space in newspapers, magazines and many other publications throughout the world.

Much worthwhile time and effort is put forth by the staff in interviewing and assisting writers and photographers sent to gather an Alberta story. Several European editors and writers were here during the past year and we are just now beginning to receive reports and copies of the articles they have written.

SUMMARY

The Publicity Bureau will continue to assist all Government Departments in the preparation of effective advertising and publicity material.

The program of co-operative, industrial development advertising, instituted between the Government of Alberta and the seven cities of the Province, will be continued. This proved most effective last year, and at least three special projects will be featured this year.

Alberta's tourist industry will be assisted with an increased advertising program, featuring Alberta's winter, as well as summer attractions.

PUBLIC RELATIONS OFFICE

The function of the Public Relations Office attached to the department of Economic Affairs is the institution and maintenance of good relations between the government and general public, and between departments of government. With this in view, several important assignments were fulfilled during the past year, and every effort was made to insure the cementing of good relationships.

In January, this office made the necessary arrangements for a reception held in connection with the Provincial Drama Festival. A very considerable portion of our time was also spent in the distribution of winter posters issued by the Publicity Branch of this department.

In February, we attended to several details incidental to the opening of the Legislature. In addition, we were responsible for arrangements in connection with a dinner given by the government to delegates attending the Western Canadian Society of Horticulture in Lethbridge. Also in February, the Aberhart Memorial Sanitorium was officially opened and this office was responsible to a considerable extent for the arrangements in connection with this official opening.

In March, Edmonton was visited by Yousuf Karsh, noted photographer and Madame Karsh. Mr. Karsh's purpose in coming to Edmonton was to do a pictorial story of Edmonton

for Maclean's Magazine, and considerable time was spent in assisting the Karshs while in Edmonton. Towards the latter part of the month we were visited by Mrs. Ella Cork, Chairman of the Historical Sites Committee of the Canadian Tourist Association, and it was the responsibility of this office to assist Mrs. Cork in gathering information relative to her visit.

In April, we attended meetings in connection with important conventions to be held during the coming convention season, which during this year was somewhat longer than usual. Upon the invitation of the Calgary Chamber of Commerce, I addressed a meeting of this group in Calgary. Also, during the month of April the Edmonton Mercurys, Olympic hockey champions returned to Edmonton and this office was called upon to assist at the welcoming ceremonies, and also with arrangements for the banquet given in honour of this group of athletes.

During May it was necessary to make several trips to such points as Calgary, Banff and Jasper in connection with arrangements for forthcoming conventions in which the government had an interest. During the month of May, the Alberta Musical Festival was held in Lethbridge and we were called upon to attend the festival and officiate at the presentation of awards. Also in May, the first of several meetings of the Physical Recreation Board was held, and in my capacity as Secretary of this board it was necessary to arrange for and attend this and subsequent meetings. Harry B. Murkland, Hemisphere Affairs Associate Editor of Newsweek visited Alberta and this office was responsible for making of appointments for Mr. Murkland while in Edmonton, together with details relative to his visit.

During the month of June, the Canadian Home and School Convention was held at the Banff School of Fine Arts, and this office was called upon to make the necessary arrangements in connection with the government dinner held at the conclusion of this convention. The Canadian Cancer Society met in Edmonton during the month of June and we were called upon to make the necessary arrangements for a government dinner in connection with this important meeting. A very large convention of international aspect and attended by over 900 delegates was held by the Y's Mens Association in Banff during June, and we were assigned to assist the committee in charge of arrangements for this convention, and we were also responsible for arrangements for a government banquet held at the conclusion of this convention. The Dominion Fire Marshals held their convention at Jasper, and we were responsible for the necessary arrangements in connection with government participation in this convention. I spoke to the Canadian Hotelmen's Association at their banquet which concluded the annual convention of this body at Banff, and following this assignment we were responsible for the necessary arrangements in connection with the government banquet tendered to the delegates attending the Canadian Junior Chamber of Commerce Convention, which was also held in Banff. During this month, Edmonton was visited by the Tottenham Hotspur Football Team, and we were responsible for the arrangements of a dinner given by the government in recognition of the visit of this outstanding athletic organization.

During the month of July, Alberta was visited by a group of six travel editors from the United States, and together with a member of the Film and Photographic staff, we assisted the Alberta secretary of the Pacific Northwest Travel Association in conducting these editors on their tour through the province. This office was also responsible for arrangements in connection with the government exhibit

at the Calgary Stampede and later at the Edmonton Exhibition. A group of Pakistani administration officers toured Alberta and it was our responsibility to assist in the arrangements incidental to their visit. Also during the month of July it was our responsibility to assist J. Wade Dunaway, World Trade Commissioner for the Los Angeles Chamber of Commerce during his visit to Alberta. We were also visited at this time by Senator and Mrs. R. Neuberger from Portland, Oregon, who were in Edmonton and several other points in Alberta gathering material for an article for the "American Magazine". We were pleased to be of assistance to Senator Neuberger in gathering the required material.

During the last few days of the month of August and continuing on over the Labour Day week-end, the Interstate Oil Compact Commission held its first Canadian meeting at Banff. This is a very important body representing all states and provinces interested in the petroleum industry. Part of our duties consisted of arrangements for a government dinner held at the conclusion of the meeting.

Early in the month of September the Pacific Northwest Travel Association held its annual convention at Banff, upon the invitation of Mr. Ralph R. Moore, who was at that time president of this body. It was the responsibility of this office to look after convention arrangements including the government dinner. The Commonwealth Forestry Conference visited Alberta during September, and while they were in the province a banquet was arranged for them at Jasper. Members of the Highway Traffic Boards of the Western provinces and Ontario held their convention in Edmonton during September, and we were called upon to arrange for a government dinner for the delegates attending. We were also visited by Brig. H. R. Mackeson, Overseas Trade Commissioner from London, England. A luncheon was arranged for this gentleman and his party in order that he might have an opportunity of meeting with those people interested in his visit. During the latter part of the month, two bridge contractors from India visited the province with the view of studying methods of bridge construction in Alberta, and we were assigned the tasks of assisting these gentlemen to some extent during the time that they were in Edmonton.

In October, Alberta was visited by the members of the Commonwealth Parliamentary party on their tour across Canada and this office was called upon to look after details in connection with their entertainment while in Calgary, Jasper, and Edmonton, being the points at which they stopped in the province. The well known radio commentator, Matthew Halton of the B. B. C. visited Alberta in October and we were pleased to be of assistance to him while he was in Edmonton. The annual convention of the Alberta branch of the Canadian Weekly Newspaper Association was held in Calgary in October and we attended the convention to assist the committee with convention arrangements and look after details pertaining to the government dinner which was the final item of the convention program. Towards the end of the month Alberta was visited by His Excellency the Governor General and this branch was responsible for arrangements for a state dinner given by the government on the occasion of His Excellency's visit to Edmonton.

In November a great deal of our time was taken up as a member of the Edmonton Grey Cup Committee and a considerable amount of work was done both in Edmonton and in Toronto.

December was largely occupied in attending to those details of the approaching holiday season.

In addition to the events mentioned above, considerable time was spent in arranging, and acting as a projectionist at approximately 35 film showings, and the meeting and entertainment of important visitors to Alberta from practically every part of the world. As mentioned previously the additional responsibility of secretary to the Physical Recreation Board has placed a further call upon our services.

With the addition to the Macdonald Hotel in Edmonton and the construction of the new Jasper Park Lodge building, it is anticipated that even a larger number of conventions will be held in Alberta during 1953, and a very busy season is anticipated for the Public Relations office.

RENTAL CONTROL BOARD

On December 31st, 1952, the Alberta Rental Control Board completed its 20th month in office. This report relates to the calendar year ending on that date.

On July 2nd, the Edmonton offices of the Board were moved from the basement of the Court House to the fourth floor of the Provincial Building. On October 6th, the Calgary offices were moved to the Alberta Office Building on Eighth Avenue East. The new quarters in both cities have proven very satisfactory in all respects, particularly in regard to rendering better service to the public.

There have been no staff changes in the Edmonton office. The staff in Calgary was reduced by one.

Grave Problem

The year under review brought no general improvement in the rental problem. Housing in all the larger centres of the Province and in many of the smaller communities continued to be in short supply. There has been a steady and substantial increase in population but home building in places already most effected has failed to keep pace. The result is that rental accommodation continued to be extremely scarce especially at rates within the reach of those who needed it most urgently.

Inquiries

Number of inquiries regarding individual rental problems handled by Edmonton and Calgary offices was 20,183 or an average of 1,682 per month. Of this number possibly one half related to decontrolled accommodation. An increasing volume of this type of inquiry was noted, the service here being to inform landlords or tenants of their rights under the law of the Province.

Every effort has been made by Board members and staff to extend to both landlords and tenants courteous service and guidance on the strictly impartial basis which the Act provides.

In regard to rates of rent this service can be best defined as protecting the tenants from undue hardship while giving the landlords every consideration on a basis of fair rental value, also due to increased taxes, higher cost of utilities (where these are supplied) and increased maintenance costs.

Board Hearings

Rate of rental and termination of tenancy are the two chief problems arising between landlords and tenants. Every encouragement is given for the parties concerned to reach a solution which is mutually acceptable, but where this proves impossible either landlord or tenant refers the case to the Board for a hearing.

The total number of Board hearings held during the year was 520, made up of 335 rental hearings and 185 cases where landlords sought permission to give notice to vacate to their tenants. These figures include certain duplications resulting from adjournments for various reasons.

As a result of hearings, 93 cases were successfully arbitrated. This means 93 settlements were agreed upon through the work of the Board. In regard to rental hearings a further 40 applications for higher maximum rates were disallowed, while 175 adjustments were authorized.

Possession Applications

In regard to hearings for possession a total of 51 certificates were granted giving landlords authority to take steps to dispossess tenants, while 66 applications were disallowed.

Applications for possession are of two main types.

- (a) Where the owner requires the accommodation for his or her own personal occupancy;
- (b) Where the tenant has been destructive, harming the reputation of the premises or otherwise objectionable.

Advertisements

Four advertisements were run in all Alberta daily and a selection of weekly newspapers during the year under review. Two of these advertisements announced the new locations of the Rental Control Board offices in Edmonton and Calgary respectively. A third was designed to inform landlords and tenants of the two classes of accommodation still subject to rental control while the fourth urged prospective home-buyers, owners and agents to inquire about rental control provisions before completing purchase of sale of rental-controlled property.

Hearings Outside of Edmonton and Calgary

As indicated in the previous report a large volume of inquiries were received from the smaller communities of Alberta and to a lesser extent from other provinces wherein owners of Alberta property had taken residence.

The vast majority of such problems were solved satisfactorily through correspondence, but it was found necessary to arrange rental hearings in many points outside of Edmonton and Calgary.

During the year, hearings of one or more cases were held in Jasper, Bonnyville, St. Paul, Three Hills, Olds, Leduc, Peace River, Camrose, Wetaskiwin, Banff, Macleod, Lethbridge, Medicine Hat, Cardston, Vulcan, Drumheller, Brooks, Coleman, Innisfail, Hanna and Bassano.

Head office personnel went to Calgary on different occasions when the pressure of work in the southern office made it necessary.

The following is a summary of the chief operations of The Rental Control Board during the twelve months in 1952:

1952 STATISTICAL SUMMARY FOR EDMONTON AND CALGARY OFFICES

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Inquiries Handled	1752	1793	1917	1655	1783	1655	1477	1364	1761	1870	1607	1539	20,183
Outgoing Mail	302	235	365	334	276	277	305	290	331	332	304	270	3,621
Appraisals & Inspections	37	28	40	33	31	22	17	10	22	22	34	35	331
Agreements Filed	31	80	66	52	101	157	47	43	69	47	45	79	817
Hearings Held: (Including Adjournments)													
For Possession	9	12	21	18	20	14	12	16	21	16	19	7	185
For Rental	33	25	35	27	21	37	20	10	29	26	31	41	335
Disposition:													(40)
Successful Arbitrations	8	10	8	6	5	5	8	5	6	3	15	14	93
Certificates Granted	1	2	6	2	6	4	6	6	4	7	5	2	51
Applications for Certificates Dismissed	7	8	2	6	2	6	4	7	13	4	5	2	66
Rental Adjustments Authorized	13	17	15	12	15	15	10	13	10	16	16	23	175
Rental Unchanged	1	1	5	1	10	0	5	2	1	0	4	10	40
Pending	28	27	39	44	49	62	54	49	66	69	51	65	

SOUTHERN AREA OFFICE

AREA COVERED:

From International Border on the South to Highways 11 and 12 at Red Deer on the North.

FUNCTIONS: (General)

1. To assist in the implementation of departmental policy in all matters effecting the southern half of the Province.
2. To carry out surveys and gather information as required by branches from the Southern Area.
3. To act as contact point and Departmental representative in Southern Alberta.

FUNCTIONS: (Specific)

IMMIGRATION

- (a) To meet all immigrants from U. K. countries.
- (b) Assist immigrants in securing accommodation on arrival.
- (c) Make all necessary contacts and aid the immigrant in securing employment.
- (d) Advise and help where necessary, with the object of satisfactory settlement of immigrants as soon as possible.
- (e) Carry out surveys in all cities and towns collecting information on employment, housing facilities, etc. with special reference to immigration.

CULTURAL ACTIVITIES:

- (a) To render all assistance of a stenographic nature and administrative assistance to members of the various Boards organized for Cultural development.
- (b) To visit and report on all libraries in Southern Alberta and to encourage formation of same wherever possible.
- (c) To set up and supervise the exhibits of Art Displays in the Southern Area.
- (d) To arrange and supervise the exhibit of the Handicraft Trunk in this area.
- (e) To render service to all local cultural groups, as required.

TRAVEL & TOURISM:

- (a) To assist the Alberta Travel Bureau in distributing literature, maps, and other publicity on Alberta.
- (b) To hold in stock, travel literature, road maps, guides, etc. as an economic measure.
- (c) To service Information Bureaus, etc., in Southern Alberta.

INDUSTRIAL DEVELOPMENT:

- (a) To cooperate with the Director and other officials of the Industrial Development Board as requested in the Southern Area of the Province.

PUBLICITY & PUBLIC RELATIONS:

- (a) To act as contact point for Department in Southern Alberta.
- (b) To represent Department and supervise functions, etc., as required.

PERSONNEL:

- (a) To assist the Director of Personnel by interviewing applicants for employment in the Government service.
- (b) To make recommendations to Director regarding filling of certain vacancies in Calgary and district when requested.

DETAILS OF VARIOUS FUNCTIONS:

General :-

The year 1952 saw a steady development of work and responsibility in the Southern Area Office. In November the offices were moved to more commodious and brighter location in the new Alberta Office Building at 134 Eighth Avenue East. In this new location the handling of a large number of telephone and personal inquiries from the public, relating to rental control and cultural affairs, has been much simplified and speeded up.

A much larger store room is available at the new address which will be very valuable in handling the storing and shipping of tourist and other literature for the Travel Bureau,

Rental Control, Tourist and Cultural Activities have been the principal interests of the Southern Area staff during 1952. More than 4,000 office interviews on all types of matters are recorded for the year including rental control calls. In addition to personal calls, the Rental Control records show almost 4,500 telephone calls received from the public seeking information on various phases of Rental Control regulations.

Over 27,000 car miles were travelled on departmental business during the past year. Forty five film showings in cities and rural areas were given by the Southern Area staff to audiences varying in numbers from 50 to 300.

Records of the Southern Area Office show that 4,000 pieces of outgoing mail excluding maps and publicity material for the travel bureau but including Rental Control Board mail was dispatched during the year and almost 3,000 pieces of incoming mail were handled during the same period.

IMMIGRATION:

A considerably larger number of incoming British immigrants was dealt with by the Southern Area staff in 1952 than in 1951. Of the 316 new arrivals into Alberta, 277 were destined for urban centres and 39 for rural centres. One hundred ninety-one of the newcomers were heads of families and 125 were dependents. In handling these people a total of 242 separate interviews were held. One hundred thirty-nine were placed in employment and 133 were assisted in

finding accommodation.

One hundred investigations, 68 covering the employment field and 32, the matter of sponsorship were carried out for the information of Alberta House. General investigations relative to labor conditions and opportunities in various trades and professions for the information of the Immigration Branch and Alberta House were made

As in previous years, the Southern Area staff lost no opportunity to keep contact with recent arrivals to insure that they were satisfied with their present circumstances and for the most part had taken advantage of opportunities of further improvement. No instances of U.K. immigrants having returned dissatisfied or unable to effect settlement were recorded this year.

CULTURAL ACTIVITIES

Visual Arts:- With the assistance of the various Artist Associations of Alberta, two art displays of 25 pictures each, were organized. One of these exhibitions was sent on a circuit of East-Central Alberta points and the other on a circuit of Southern Alberta points. Forty-three cities, towns and villages were reached by these exhibits.

To stimulate interest in handicrafts, the Handicraft Trunk was sent to points in Southern Alberta for display, sometimes in connection with the Art Exhibits referred to above.

Libraries:- Forty-nine libraries were visited during the year when advice and assistance were given and reports made of the condition of the library and the interest being shown in reading by the members. All libraries visited reported there was a decided trend towards selective reading and most libraries showed an increase in the number of books borrowed.

Eighteen public meetings relative to library organization were attended by members of the Southern Area staff and four new libraries were authorized and subsequently began operations at the following points:

Delburne
East Coulee
Spring Coulee
Carbon

Film Showings:- Film showings increased during 1952. Schools, churches, citizenship organizations, service clubs and community centres have all been served through this medium. Forty-five different showings to approximately 3,000 people in cities and rural communities, were recorded for the year. At each of these some Alberta Government film was included in or made the feature of the program.

Travel Bureau:- Travel literature distribution began early in the year and the Southern Area Office was again used for the distribution of maps and tourist literature to the points on the mailing list of the Alberta Travel Bureau. The following are the number of individual items handled during the year:

Maps	195,000
Holiday Guides	45,000
Stickers	47,000
Holiday Folders	160,000
Alberta Tours	54,000
Fish Booklet	495
Alberta Story	6,000
Alta. at a Glance	1,200

In addition to the number delivered by hand to Auto Camps, Service Stations, Etc., the shipping of the balance involved 1,652 postal packages, 270 express packages, 87 freight packages.

All service stations, auto camps, hotels and motels, information bureaus, chambers of commerce, travel bureaus and ports of entry between Red Deer and the International Border, were fully covered at the beginning of the season and due to the heavy tourist traffic, supplies required replenishing from time to time.

RENT CONTROL BOARD

Rent Control Board activities are the subject of a separate report. The following figures however, are supplied covering Rent Control activities through the Southern Area Office.

Total personal visits	2,999
Total telephone calls	4,402
Outgoing Mail Pieces	1,873
Incoming Mail Pieces	901
Rental Hearings	278
Hearings in Calgary	218
Inspections and Appraisals	278

Hearings were held at the following points outside of Calgary:

Lethbridge	Medicine Hat
Hanna	East Coulee
Craigmyle	Macleod
Cardston	Banff
Brooks	Coleman
Vulcan	Three Hills.

PERSONNEL

Three hundred and nine interviews relating to employment in the Government service were given on behalf of the Director of Personnel. While this is not strictly within the scope of the Department of Economic Affairs, it is gladly done because it is felt it increases goodwill and better relationships within the Civil Service Organization.

SEVENTH ANNUAL REPORT
of
THE GEOGRAPHIC BOARD OF ALBERTA.

Appointed by Order in Council 254-46 dated February 6, 1946, and further regulated by The Geographical Names Act, 1949.

MEMBERS
of the
GEOGRAPHIC BOARD OF ALBERTA 1952.

Mr. John H. Holloway, M.Sc.
Mr. Duncan R. Innes, M.A.
Mr. Carl W. Lester, D.L.S., A.L.S., Director of Surveys.
Mrs. Edith H. Gostick, Provincial Librarian, Secretary.
Professor Morden H. Long, M.A., ER S.C., Chairman.

The Reports of the Board for the years 1946 to 1951 are contained in the Second to the Seventh Annual Reports of the Department of Economic Affairs of the Province of Alberta.

The Honourable A.J. Hooke,
Minister of Economic Affairs,
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration the report of the Geographic Board of Alberta for the year 1952.

Respectfully submitted,

Edith H. Gostick,
Secretary.

Morden H. Long,
Chairman.

REPORT OF THE GEOGRAPHIC BOARD OF
ALBERTA
FOR THE YEAR 1952

Nature of the Board's Duties

The duties of the Board were so fully described in its Report for the year 1951 that only a brief recapitulation seems necessary in the Report for 1952. They include the gathering, recording and collating of information regarding geographical names in Alberta; consultation with and advice to governmental departments, municipalities, railway companies, and other bodies and persons concerned with the selection of place names; and collaboration with the Canadian Board on Geographical Names with respect to the choice of new geographical names, the elimination of alternative and duplicate names, and desirable changes in the spelling of names. A few examples will serve to illustrate the nature of the Board's work during the past year.

Bruderheim

Mr. F. H. Keefe, General Manager of the Canadian National Railways, Western Region, Winnipeg, Manitoba, submitted to the Board a letter that he had received from Bishop Clement Hoyler of Northfield, Wisconsin, in which the claim was made that the correct spelling of the name of the village thirty miles east of Edmonton was not "Bruderheim" but "Bruederheim". Undoubtedly the latter is the correct German form of the name but a process has been going on in which the spelling has been modified in general practice to conform with an anglicized pronunciation. After correspondence with Mr. Keefe and the Secretary-Treasurer of the village of Bruderheim, the question was submitted to the annual meeting of the ratepayers of the village, on February 11th, 1952. The ratepayers expressed their preference for the spelling "Bruderheim". Accordingly this form has been made official by the Geographic Board of Alberta and the Canadian Board on Geographical Names. This action is in accordance with the principle, early adopted by the Board, that in all cases where it is possible great weight should be accorded to the wishes of the actual residents of localities concerned. Bishop Hoyler was duly notified of this decision and the following explanatory memorandum, prepared by Mr. Innes, was forwarded to him and to the Canadian Board on Geographical Names.

"Bruderheim was established and named by people of the Moravian Church and means Brothers' Home. The German word Bruder is singular, the plural form being Brueder or Brüder depending on which method is used to express the umlaut. This was the spelling employed earlier. The pronunciation is approximately "breederheim". Bishop Hoyler is perfectly correct in everything he says about the meaning, spelling, and pronunciation of the name. When the matter was discussed by members of the Geographic Board of Alberta, they were in accord with him and sympathetic.

The difficulty is practical. People who speak English refuse to recognize the umlaut in spelling or writing unless it is spelled out for them as in man and men. Many examples could be cited, especially in the United States. The village of Bruderheim prints its name Bruderheim on its own letterhead and wherever the name is used. The people who live there, even those of German antecedents, call their community Bruderheim so as to be understood by the English speaking people. At the Annual Meeting of the ratepayers of the village of Bruderheim (February 11th, 1952) the vote was in favor of the spelling of BRUDERHEIM.

The Geographic Board attempts in its ruling to eliminate confusion. It accepts the principle that the desires of the people who live with a name must generally be paramount. Therefore, the Board has decided that the spelling BRUDERHEIM shall be recommended for official adoption by the Canadian Board on Geographical Names."

Fort Macleod

The revival of this historic name is another example of the deference which the Board pays to local sentiment whenever possible. Near the site of Fort Macleod, established in 1874 by Lieutenant Colonel J. F. Macleod, Assistant Commissioner and later Commissioner of the North West Mounted Police, the town of Macleod grew up. A growing consciousness of and pride in local history gave rise recently to a movement to alter the name of the town to the original appellation of "Fort Macleod". This change was authorized by the Minister of Municipal Affairs under the provisions of Section 10 of The Town and Village Act, and was afterwards approved by the Geographic Board of Alberta and the Canadian Board on Geographical Names.

Mount Norquay

Three different pronunciations of the name of this mountain have been in current usage: "Nor-key", "Nor-kay", and "Nor-kway". In response to an enquiry from Miss Georgina Thomson, Reference Librarian of the Calgary Public Library regarding the correct pronunciation of this name the Secretary of the Board wrote to Mr. J. L. Johnston, the Provincial Librarian of Manitoba. He kindly ascertained from members of the Norquay family still resident in Manitoba that the proper pronunciation is "Nor-kway". With a view to bringing this pronunciation into general use Mr. Duncan Innes wrote the following brief article which was released to the newspapers of Banff and Calgary.

MOUNT NORQUAY

The question of the correct pronunciation of Norquay has been posed to the Geographic Board of Alberta. The common pronunciation is NOR-kway but others with some vogue are NOR-kay and NOR-key. The mountain was named to commemorate the Hon. John Norquay, first Canadian born premier of Manitoba. The Board made inquiries in Winnipeg and is informed that members of the family have never used any other pronunciation than NOR-kway. Since the mountain was named to honour an eminent Canadian, it seems reasonable that the name should be pronounced as he himself said it. If the people of Banff would make a point of mentioning the correct pronunciation to visitors, we believe the correct version would soon become established throughout the province and beyond it.

Unauthorized Names

Occasionally the attention of the Board is drawn to the unauthorized naming of geographical features. This was the case with a map of the northwestern slopes of the Swan Hills prepared by Mr. T. P. Jost, Lecturer in Geography at the University of Ottawa, in connection with field work in the area during the summer of 1951. Mr. T. W. Dalkin, Director of the Technical Division, Department of Lands and Forests, into whose hands a copy of this map had come, kindly submitted it to the Board. On reference to the Secretary of the Canadian Board of Geographical Names it was found that Professor Jost had conferred eight new names, most of them inappropriate, on various geographical features of the area.

Steps have been taken to inform Professor Jost of the proper procedure for securing the authorization of geographical names and to prevent as far as possible, the appearance of unauthorized names on official and other maps.

The Alpine Club of Canada

During the year the Board entered into correspondence with Sir Oliver Wheeler, President of the Alpine Club of Canada, and with Mr. L.C. Wilson, Secretary-Treasurer of the Club, with a view to eliciting any suggestions which that organization may care to make regarding the naming of geographical features in the mountainous areas of the Province. This approach was cordially received and the Board hopes for a profitable cooperation from the Club in this part of its work.

Rewording of The Geographical Names Act

On November 15th, 1952, a special meeting of the Board was held to consider the rewording of The Geographical Names Act as proposed by the Statutes Revision Committee. After a careful comparison of the new wording with the old the members agreed that, as the former clarified the meaning of the latter without in any way altering the intent and purpose of the Act, the new wording should be approved. The Deputy Minister of Economic Affairs was notified to this effect.

War Heroes Honoured

In accordance with the policy of conferring the names of war heroes on geographical features within the Province, two names were added this year to those already so honoured.

3248 (A. S. E.)	<u>BOONE CREEK 83 M/12 (W 1/2) Alberta</u>
	<u>Dickson Lake</u> Twp. <u>75</u> Rge. <u>13</u> Mer. <u>6</u>
	In honour of the late F/O C. A. Dickson, A. F. C., of Edmonton, Alberta.
	This lake is 5 miles north of Demmitt.
3307 (A. S. E.)	<u>DEBOLT 83 M/1 Alberta</u>
	<u>Ellenwood Lake</u> 69 2/3 W of 6
	In honour of the late Cpl. R. W. Ellenwood, M. M., of Edmonton, Alberta.
	This lake is approximately 14 miles south of Goodwin.

Other Place Names

Other place names dealt with during the year are as follows:

<u>Coulee</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Bull Springs	3315 (A. S. E.)
White Rock	3315 (A. S. E.)
<u>Creek</u>	
Babette	3415
Beavertail	3234 (A. S. E.)
Debolt	3307 (A. S. E.), 3291(A. S. E.)
Duck	3373
Fish	3313

<u>Creek (Cont'd)</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Goose	3313, 3291 (A. S. E.)
Grande Prairie	3340 (A. S. E.)
Grattan	3260 (A. S. E.)
Harper	3307 (A. S. E.), 3291 (A. S. E.)
Kennedy	3256, 3257
Lignite	3307 (A. S. E.)
Little Pine	3415
Mabel	3345 (A. S. E.)
Namepi	3256, 3257
Norris	2809
Pine	3256
Price	3415
Spirit	3313
Steeprock	3229 (A. S. E.)
Sylvester	3229 (A. S. E.)
Wabash	3255
Woodpecker	3313
<u>Hills</u>	
Cub	2087
Grizzly Bear	2087
Leoville	2087
Mostoos	2087
Waskesiu	2087
<u>Lake</u>	
Ansell	3415
Archie	3415
Arthur	3415
Atchison	2021
Banana	3373
Bartlett	2021
Baxter Lakes	3230 (A. S. E.)
Berry Lakes	3163
Bethel	3248 (A. S. E.)
Bisbing	3234 (A. S. E.)
Bobier	3415
Bridge Lakes	3257
Buffalo	3340 (A. S. E.)
Burgess	3229 (A. S. E.)
Camp	3415
Chain Lakes	3234 (A. S. E.)
Coleman	3163
Contracosta	3163
Cutbank	3248 (A. S. E.)
Delusion Lakes	3260 (A. S. E.)
Duck	3373
Duggans	3257
Ferguson	3340 (A. S. E.)
Fowel	3229 (A. S. E.)
Frank	3415
Funell	3229 (A. S. E.)
Geall	3363
George	3415
Gilbert	3415
Grass	3415
Gummer	3340 (A. S. E.)
Hackmatack	3229 (A. S. E.)
Hale	2021
Haley	3255
Halfmoon	3257
Hanlon	3415

Lake (Cont'd)National Topographic Sheet
Map Number

Harris	2021
Helliwell	3255
Horseshoe	3363
Jackson	2021
Jim	3415
Jones	3340 (A. S. E.)
Joseph	3415
Kinikinik	3415
Ladeview	3363
Lake McArthur	2740
Lebeaus	3255
Lee	3415
Little Puskwaskau	3313
Long	3373, 3415
Long Island	3363
Lowen	3229 (A. S. E.)
McCrary	2021
McTaggart	2021
Majors	3163
Mastin	3415
Miles	3415
Miquelon Lakes	2809
Morrison	2021
Munyass	3363, 3373
Muskeg	3363
Oakland	3163
Pear	3415
Pelican	3291 (A. S. E.)
Pine	3415
Plante	3415
Price	3415
Ring	3415
St. Louis Lakes	3163
St. Patrick Lakes	3230 (A. S. E.)
Sang	2493
Sorenson	3163
Spear	3415
Spruce Island	3363, 3373
Stump	3313
Stanley	3415
Swan	3291 (A. S. E.)
Tailor	3415
Taylor	3257
Teale	2021
Thompson Lakes	2949
Traung	3163
Twin Lakes	3229 (A. S. E.)
Wakomao	3255
Whitham	3234(A. S. E.)
Worm	3363
Yoke	3229(A. S. E.)

Peak

Eagle Eyrie	2740
Wenkchemna Peaks	2740

<u>Post Office</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Barnegat	3107
Buck Lake	2874
Habay	
Halach	3363
Hill Siding	2143
Indian Cabins	2016
Joussard	3292 (A. S. E.)
Rosscarrock	1773 (A. S. E.)
<u>Range</u>	
Victoria Cross	3037
<u>Reservoir</u>	
Bartman	3163
Berry Creek	3163
Brosten	3163
Cessford	3163
Easy Berry	3163
Loyalist Creek	3163
McBride	3163
Sounding Creek	3163
Willowbend	3163
<u>River</u>	
Charbonneau	2021
Little Driftpile	3345 (A. S. E.)
Redwillow	3229 (A. S. E.)
<u>Settlement</u>	
Bredin	3340 (A. S. E.)
Bushy Head Corner	3278 (A. S. E.)
Conjuring Creek	2809
Halcreek	3363
Hayfield	3229 (A. S. E.)
<u>Town</u>	
Fort Macleod	1634
McMurray	2030
<u>Miscellaneous Names</u>	
Driftpile	- Inlet 3292 (A. S. E.)
Smith	- Island 2021
Boggy Hall	- Locality 2692
The Rapid	- Narrows 3315 (A. S. E.)
Barlee Junction	- Station 2809
Picardville	- Village 3255

NAME CHANGES

<u>National Topographic Sheet</u> <u>Map Number</u>			
3230 (A. S. E.)	Baxter Lakes	not	Baxter Lake
3234 (A. S. E.)	Beavertail Creek	not	Alex Creek
3163	Berry Lakes	not	Berry Lake
2692	Boggy Hall(Locality)	not	Boggy Hall(Settle-
3257	Bridge Lakes	not	Twin Lakes ment)
		nor	Bouchard Lake
		nor	Jolicoeur Lake

National Topographic Sheet
Map Number

2874	Bruderheim (Village)	not	Bruderheim
3315(A. S. E.)	Buck Lake (Post office)	not	Minnehik(Post Office)
	Bull Springs Coulee	not	Bullspring Coulee
		nor	Bull Spring Coulee
		nor	Bull Springs Coulee
3163	Contracosta Lake	not	Badger Lake
3260 (A. S. E.)	Delusion Lakes	not	Delusion Lake
2740	Eagle Eyrie (Peak)	not	Eagle Eyrie (Cliff)
1634	Fort Macleod (Town)	not	Macleod (Town)
3229 (A. S. E.)	Fowel Lake	not	Ted Fowel Lake
3415	Gilbert Lake	not	Gilber Lake
3340(A. S. E.)	Grande Prairie Creek	not	Spruce Creek
3260 (A. S. E.)	Grattan Creek	not	Gratton Creek
2087	Grizzly Bear Hills	not	Buffalo Hills
3229 (A. S. E.)	Hackmatack Lake	not	Tamarack Lake
3255	Helliwell Lake	not	Nestow Lake
		nor	Long Lake
3292 (A. S. E.)	Joussard (Post Office)	not	Indiana (Post Office)
3256, 3257	Kennedy Creek	not	Little Sucker Creek
2740	Lake McArthur	not	McArthur Lake
3255	Lebeaus Lake	not	Lac de Joncs
		nor	Lac de Jones
3345 (A. S. E.)	Little Driftpile River	not	Bruce Creek
2030	McMurray (Town)	not	Fort McMurray (Town)
3163	Majors Lake	not	Major's Lake
		nor	Dirty Lake
2809	Miquelon Lakes	not	Miquelon Lake
3256, 3257	Namepi Creek	not	Namepi River
2809	Norris Creek	not	Ross Creek
3255	Picardville (Village)	not	Pickardville (Village)
3256	Pine Creek	not	Pine River
3229 (A. S. E.)	Redwillow River	not	Red Willow River
		nor	Salix River
3163	St. Louis Lakes	not	Hanalta Lake
3230 (A. S. E.)	St. Patrick Lakes	not	St. Patrick Lake
2493	Sang Lake	not	Surprise Lake
3313	Spirit Creek	not	Dead Horse Creek
3313	Stump Lake	not	Mud Lake
3315 (A. S. E.)	The Rapid Narrows	not	Rapid Narrows
2949	Thompson Lakes	not	Thompson Lake
3255	Wabash Creek	not	Bath Creek
3255	Wakomao Lake	not	Island Lake
		nor	Wakamao Lake
3315 (A. S. E.)	White Rock Coulee	not	White Rock Coulee
3234 (A. S. E.)	Whitham Lake	not	Anderson Lake
3229 (A. S. E.)	Yoke Lake	not	Horseshoe Lake

DELETIONS

National Topographic Sheet
Map Number

Coulee

Bullspring
Bull Spring
Bull Springs
White Rock

3315 (A. S. E.)
3315 (A. S. E.)
3315 (A. S. E.)
3315 (A. S. E.)

National Topographic Sheet
Map Number

Creek

Alex	3234 (A. S. E.)
Bath	3255
Bruce	3345 (A. S. E.)
Dead Horse	3313
Gratton	3260 (A. S. E.)
Little Sucker	3256, 3257
Ross	2809
Spruce	3340 (A. S. E.)

Lake

Anderson B	3234 (A. S. E.)
Badger	3163
Baxter	3230 (A. S. E.)
Berry	3163
Bouchard	3257
Delusion	3260 (A. S. E.)
Dirty	3163
Gilber	3415
Halfmoon	2809
Hanalta	3163
Horseshoe	3229 (A. S. E.)
Island	3255
Jolicoeur	3257
Lac de Joncs	3255
Lac de Jones	3255
Long	3255
McArthur	2740
Major's	3163
Miquelon	2809
Mud	3313
Nestow	3255
St. Patrick	3230 (A. S. E.)
Surprise	2493
Tamarack	3229 (A. S. E.)
Ted Fowel	3229 (A. S. E.)
Thompson	2949
Twin Lakes	3257
Wakamao	3255

Post Office

Indiana	3292 (A. S. E.)
Minnehik	2874
Wayward	2809

River

Namepi	3256, 3257
Pine	3256
Red Willow	3229 (A. S. E.)
Salix	3229 (A. S. E.)

Settlement

Asplund	3313
Boggy Hall	2692
Clark Manor	3260 (A. S. E.)
Deer Mound	2809
Leasowe	2809
Ministik Lake	2809

Deletions(Cont'd)National Topographic Sheet
Map NumberStation

Kent Junction	2809
Vegreville Junction	2809
Yelger	2809

Town

Fort McMurray	2030
Macleod	1634

Miscellaneous Names

Eagle Eyrie	- Cliff	2740
Buffalo	- Hills	2087
Smith	- Island	2809
Rapid	- Narrows	3315 (A. S. E.)
Pickardville	- Village	3255

ALTERED APPLICATIONSCreek

Fulton	2809
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Post Office

Dalmuir	2809
Deerland	2809
Desjarlais	2809
Eldorena	2809
Glen Park	2809
Mulhurst	2809
Patience	2809
Peno	2809
Rodef	2809
Rolly View	2809
Shandro	2809
Sunland	2809
Ukalta	2809
Volmer	2809
Woodbend	2809

Settlements

Krakov	2809
Zawale	2809

Annual Meeting of the Canadian Board
on Geographical Names

The Board attaches great importance to its participation in the proceedings of the annual meeting of the Canadian Board on Geographical Names in Ottawa. Such participation gives Alberta a share in shaping general policies and keeps the Board in touch with ideas and developments in the other Provinces. In 1952 Mr. Duncan Innes represented the Alberta Board in Ottawa, but it was a fortunate circumstance that both Mr. J. H. Holloway and Mr. Carl W. Lester

happened to be in Ottawa at the same time on other government business and that their appointments in the capital permitted them to attend the meeting and take part in the discussions of the Canadian Board.

It is a matter of gratification that at this meeting it was decided to confer the name of "The Victoria Cross Range" on the group of peaks in Jasper National Park to the west of the town of Jasper which, on the recommendation of the Alberta Board, have been named after winners of the Victoria Cross. On the other hand, the Board is disappointed that its proposal to name a mountain or a group of mountains in honor of the Right Honourable Winston Churchill was not approved, on the ground that the time was inappropriate as Mr. Churchill is still an active leader in the party politics of Great Britain. Instead, to quote the minutes of the Canadian Board, "it was decided that, before further action is taken by the Board, the appropriate authorities should be asked to advise on the suitability of the proposal." The Alberta Board has since been informed that "the Alberta proposal has been forwarded through the normal channels for Cabinet consideration. The Board has been advised that it is not considered desirable to name another geographical feature for Mr. Churchill at this time." This matter, the Alberta Board is informed, will again be on the agenda of the annual meeting of the Canadian Board in 1953.

At the 1952 meeting Mr. Innes presented a request from the Alberta Board that the Principles of Nomenclature include an entry that the generic "lake" precede the specific portion for personal names as is the Board's usage in the case of mountains. The Canadian Board decided that the present regulations on this subject should not be altered but exceptions could be considered on their own merits.

Acknowledgments

It is a pleasure each year to express in this report the sincere appreciation of the Board for the cordial cooperation which has been experienced from the daily and weekly newspaper press and the radio stations of the Province in bringing various features of its work to public notice. The Board is constantly indebted, also, to the Surveys Branch of the Department of Highways for its technical services and to its Secretary, Mrs. E. H. Gostick, for the efficient conduct of a steadily growing volume of work. It is happy, too, to have enjoyed, as in previous years, the generous collaboration of Mr. H. P. Brownlee, the Alberta member of the Canadian Board on Geographical Names.

DON'T DROWN COMMITTEE

The Water Safety Committee of the Alberta Safety Council, commonly known as the "Don't Drown Committee" was organized on July 17, 1951. The meeting had been called by the Hon. A. J. Hooke at the request of representatives of the Alberta Safety Council and the Alberta Red Cross to discuss probable methods of preventing accidents on water especially with light craft.

Activities in 1951 were confined to planning operations for 1952. During the 1952 season, in co-operation with the Red Cross, a number of life saving classes and demonstrations in the handling of light craft, especially canoes, were conducted under the direction of R. P. Bishop. The Committee recommended to the Safety Council that stickers be placed on light craft at all water resorts and that posters showing life saving methods be prominently displayed. Supplies of posters and stickers were obtained. The stickers were distributed by field supervisors of the Travel Bureau and were placed on a large number of private light craft and boats for rent. Posters were erected at boat houses, wharves and piers, the effort being concentrated around Lac St. Anne, Lake Wabamum, Pigeon Lake and Sylvan Lake.

Arrangements were made for the showing of water safety motion pictures through the circuits of the National Film Board.

The Committee's duties being primarily education, efforts were made through the Fisheries Branch, the Travel Bureau, the R. C. M. P. and the Red Cross to survey conditions surrounding the policing of beaches and the use of life guard services. It was found that some of the local authorities arranged for local police services on special occasions but that no such permanent arrangements existed and that life guard service were non-existent, therefore, the Committee through the agencies mentioned conducted a campaign to educate local authorities to the need of such services.

The supply of life saving equipment at Alberta beaches came under study and it was found that there was a deplorable lack of inhalators, safety belts, markers for danger areas, etc. The Committee recommended to the Safety Council that ways and means of providing adequate life saving equipment should be given serious study.

During 1952 a serious shortage of drag nets was discovered so arrangements were made through the Safety Council to supply the proper kinds of hooks and during 1953 the Committee will give wide publicity to the proper methods of making and using drag nets and other kinds of life saving equipment which may be made locally but which always should be on hand. The Committee is also turning its attention to the prevention of drowning accidents during the hunting season and on small sloughs and ponds on farms and in irrigation ditches.

The Committee plans to continue its campaign during 1953.

Section 1. General Provisions

1.1. The purpose of this document is to establish the general principles and guidelines for the development and implementation of the project.

1.2. The project shall be carried out in accordance with the principles of transparency, accountability, and efficiency.

1.3. The project shall be managed in accordance with the principles of good governance and sound financial management.

1.4. The project shall be implemented in a manner that is consistent with the national laws and regulations.

1.5. The project shall be carried out in a manner that is consistent with the principles of sustainability and environmental protection.

1.6. The project shall be implemented in a manner that is consistent with the principles of social inclusion and gender equality.

1.7. The project shall be carried out in a manner that is consistent with the principles of human rights and fundamental freedoms.